



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, May 17, 2023 8:30 A.M.

1. Call to order - In person at North Shore Bank located at 4060 N. Oakland Avenue, Shorewood, WI & Zoom Option

The meeting was called to order at 8:39am by Jake Bresette, seconded by Ned Brookes.

Board Attendees: Nat Davauer, President Jake Bresette, Craig Bulluck, Treasurer Mike O'Connor, Secretary Adrienne Shea, Ned Brookes, Cara Crafton, Chris Tinker, Arthur Ircink and Jerolynn Bell-Skaggs, John Ludwig, Vice President Shannon Weber and Kimberly Hall via Zoom

Others present: BID Executive Director Janet Henning, Shorewood Partners Board Member Pat Algiers and Karen Dean and BID Intern Jamilah Robinson via Zoom.

2. Approve April 2023 Minutes - Motion to approve by Mike, seconded by Cara. All in favor.

3. Monthly Budget and P&L Update – Janet provided the April budget update and April P&L, with nothing notable for the month. Motion to approve the budget report and P&L by Mike, seconded by Jake. All in favor.

4. Strategic Planning Update – After the April meeting, where the Board unanimously voted to hire Lindsay Schmit from Right Hand Consulting to assist the BID in preparing their updated Strategic Plan. Janet and Jake met with Lindsay to establish a timeline for completing the plan. Janet received feedback from interested Board members wanting to join the committee and is moving forward to plan the first session for June.

5. Business Openings/Closings/Village Update – Not discussed

6. Events

a. 19th Annual Shorewood Criterium Classic – 6/23/23 – Janet noted that we are still looking for volunteers for the bike races and that Anjum Alden will be back again as our volunteer coordinator. She is still working with ToAD, DPW and Police on logistical details for the safety of the event. Janet will send out the volunteer link to the Board in a follow up email.

b. 4th Annual Shorewood Feast & Street Festival – 9/9/23 –

i. Approval of Hiring Vendor Manager – Ryan Laessig - Janet requested approval from the Board to hire Ryan Laessig, owner of

Milwaukee Makers Market for a second year to assist with vendor management at the Feast. Motion to approve hiring Ryan made by Jake, seconded by Craig. All in favor.

ii. Feast Committee - Janet is looking for Board members to join the Feast committee. Anyone interested should reach out after the meeting. Jake mentioned he would reach out to Trapper Schoepp and see if he is available to play on the main stage for the event and would connect with Janet after the meeting.

- 7. DPW Building Discussion – Presentation from Nat Davauer** – Nat, owner of Draft & Vessel, provided a presentation to the Board that was recently shared with the greater Shorewood community as to the options for revitalizing the DPW transfer station should DPW choose to move. As DPW has been evaluating the options for locations, Nat noted that the current location could be turned into a destination place in Shorewood with shops and restaurants along with housing. Arthur added that the Village is working to come to a resolution on the potential move of DPW.
- 8. Open Issues/Discussion** – Pat approached the Board about planning a clean up day as well as a walk audit of the village. Discussion was had regarding who might be able to get involved and assist in providing tools for the cleanup. Pat planned to revise the walk audit document and continue discussion for the date at our next meeting.
- 9. Adjournment** - Motion made by Adrienne, seconded by Jake. All in favor at 10:36am.

Recorded by J. Henning