



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, October 18, 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 8:43am by Jake Bresette, seconded by Craig Bulluck.

Board Attendees: Craig Bulluck, Secretary Adrienne Shea, Anne LePlae, Ned Brookes, Vice President Shannon Weber, President Jake Bresette, Chris Tinker, Cara Crafton, Mike O'Connor, Jerolynn Bell-Skaggs and Nat Davauer

Others present: BID Executive Director Janet Henning and Shorewood Partners Board Member Karen Dean

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

3. Zoom Presentation from Jerome Bell – Owner of Mega School Jerome Bell spoke to the Board about how setting up Trusts can benefit small business owners from a tax perspective.

4. Monthly Budget and P&L Update – Janet provided the Budget Update and September P&L. Janet noted that a bulk of the Feast expenses incurred in October as well as the event revenues. Motion to approve the budget report and P&L by Craig, seconded by Mike. All in favor.

5. Business Openings/Closings/Village Update – A discussion was had regarding vacant storefronts and working with the Village to create an incentive or a penalty for landlords with such. Mike confirmed that another medical facility will be moving into the 1901 E. Capitol location. Janet informed the Board that she will be following up with the schools and Grinker Restoration regarding the empty stairwell space across from Ascension.

6. Events

- a. Winterfest 2023 – 12/2 – Janet noted that she met with a local chocolatier regarding joining the BID and participating in Winterfest. She is also working to secure signage for the event. The event is planned from 3:30 - 6:30pm with the holiday lights going up in the next week or so on each of the Village lampposts.**

7. **Holiday Décor** – Janet confirmed that the holiday lights will be going up in the next week or so to decorate the Village. The cost is significantly less this year due to the purchase of lights last year. The installation is still close to \$10,000.
8. **Strategic Planning Update (Brief)** – The Strategic Planning Committee is finalizing the plan and will be sending it out prior to the next BID Meeting for review.
9. **Open Board Seats** – Janet mentioned to the Board that she expects to receive a few application for the open seats, however she requested the Board to connect with other owners in the community to encourage them to apply.
10. **Open Issues/Discussion** – None.
11. **Adjournment** - Motion made by Jake, seconded by Mike. All in favor at 9:55am.

Recorded by J. Henning