



MEETING MINUTES

Business Improvement District Board of Directors Meeting Wednesday, September 20, 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 8:45am by Ned Brookes, seconded by Nat Davauer.

Board Attendees: Craig Bulluck, Secretary Adrienne Shea, Anne LePlae, Ned Brookes, Vice President Shannon Weber, and Nat Davauer

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

2. Approve July 2023 Minutes (No August Meeting) - Motion to approve by Nat, seconded by Craig. All in favor.

3. Monthly Budget and P&L Update – Janet provided the Budget Update and June P&L. Janet noted that we are still receiving sponsorship income from the bike races and the Feast along with paying out expenses incurred. A more accurate picture of our budget tracking will be shown in October. Motion to approve the budget report and P&L by Ned, seconded by Adrienne. All in favor.

4. Business Openings/Closings/Village Update – Janet noted that Chase Bank will be moving into the old PNC and Foxhole will be moving into the old Hiya Taco as recently announced. Stone House Collective has also signed a lease for the old Bonobo space. Forming Function along with Traunik Barbershop has left Shorewood with a therapy practice and barbershop respectively filling their spaces.

5. Events

a. 4th Annual Shorewood Feast – Recap– Janet thanked each of the Board members for their sponsorships and participation in the Criterium a few weeks ago. Our financial recap showed an increase in expenses compared to 2022, mostly due to the increase in special event fees through the Village, as well as 8 new sponsors providing an increase in sponsorships.

b. Winterfest 2023 – 12/2 – Janet mentioned that the BID is set for Winterfest 2023 with Santa (Rich from House of Engraving) and the vintage firetruck. The stops this year will be Blackbear, Scout, Draft & Vessel, Wood Square with a tree and menorah lighting, Lake Effect Surf Shop and Brio Studios. The suggestion was made to add signage to various locations noting them as a “Santa Stop”. Adrienne said she was interested in doing cookie decorating again with Metro Market.

6. **Holiday Décor** – Janet let the Board know that she is meeting with her contact at David Frank to get estimates for this years light installation and removal along with the holiday tree. She will bring the proposal back to the Board in October.
7. **Strategic Planning Update (Brief)** – The Strategic Planning Committee recently met and confirmed the Vision and Mission statement along with identifying the overarching Goals for the BID. A finalized copy will be presented when it is completed in October.
8. **Open Board Seats** – As Kimberly Hall (Signature Sweets) has closed her shop in Shorewood and John Ludwig (Riley's) has stepped down, the BID Board has two open seats. Janet will be sending an email to the entire BID district encouraging applications for the positions. The applications will be due by the end of October and applicants will be reviewed by the Board in November.
9. **Civic Partnerships** –
 - a. **Rocktoberfest – Sponsorship** – The organizers of Rocktoberfest approached the BID for a renewal of their sponsorship from last year. A motion to approve the sponsorship for the \$150 amount was made by Anne, seconded by Ned. All in favor. (***Since this meeting, Rocktoberfest has been cancelled***).
10. **Open Issues/Discussion** – None.
11. **Adjournment** - Motion made by Anne, seconded by Ned. All in favor at 9:54am.

Recorded by J. Henning