



Business Improvement District Meeting Minutes

August 16, 2017

1. Call to Order.

The meeting was called to order at 8:30 a.m. Members present: President Mike O'Brien, Pat Algiers, Andrew McCabe, Becky Reinhardt, Caroline Krietlow, Karen Dean, Stephanie Sherman, Elif Sen and Tr. Paul Zovic.

Others present: BID Executive Director Ericka Lang and Shannon Weber from North Shore Bank.

2. Approval of minutes.

K. Dean moved to approve the July 19, 2017 and the July 24, 2017 meeting minutes, seconded by P. Algiers. Vote 7-0 to approve.

3. Financial quarterly report.

M. O'Brien recommended deferring report until next meeting in September to give E. Lang time to review.

4. Marketing Report:

Website. E. Lang will meet with member Rachel Carter and go over new site and will show members at next meeting.

Events. Marketing Director Sarah DeNeve provided an invite draft to E.Lang for the September 7th BID event at Harry's Bar & Grill. The event will introduce the new BID ED and president and have businesses share comments about how the BID is doing and what more we can do. Breakout sessions are also scheduled.

Welcoming packet. E. Lang will locate draft documents for creating a welcoming packet for new businesses and bring to an upcoming meeting.

Other. There used to be an ad hoc marketing committee and the marketing director is working on reactivating to review marketing materials.

5. Discuss and possible recommendation to Village Board to fill BID Board vacancies.

P. Algiers and K. Dean created an initial list of potential candidates to fill the two board vacancies. They looked at members that would add value with an area of expertise different from current members and have a passion for Shorewood's business district success. Two business owners, Jake Bresette and Anne Herrison-LePlae, were identified as priority candidates. Bresette owns Lake Effect surf shop and LePlae owns Alliance Francaise de Milwaukee. Bessette has a passion for the lake and lived in Madison, bringing many ideas and LePlae would bring an international component.

Bresette will fill former president Tim Ryan's term and LePlae will fill Noah Christianson's term. S. Sherman moved to recommend Jake Bresette to fill Tim Ryan's term and Anne

Harrison-LePlae to fill Noah Christianson's term, seconded by B. Reinhardt. Vote to approve 8-0.

Lang will contact the new members and get on the Village Board's September 5th meeting agenda for approval.

6. Discuss creating Ad Hoc Advisory Committee.

P. Algiers and K. Dean noted that with only two board openings and much interest, it would be a good idea to capture that interest and set the board up should more board positions open – it would also able people who have limited time but an interest on the board. B. Reinhardt suggested creating an advisory committee that would not be bid members and have no voting ability, with one year terms.

They identified Arthur Ircink of Wisconsin Food and Lynn Waite from Min's women's boutique. Ircink would be a great advisor for developing and evolving the BIDs food and beverage events. DeNeve has been working with Ircink about the next Shorewood food event. K. Dean and P. Algiers feel a third person could be an attorney, to offer up legal advice if necessary. Member Krietlow recommended resident Maria Cameron who was former ED of the Hispanic Chamber of Commerce. Farmers Market Director Tia Torhorst was also recommended.

Members Reinhardt, Sherman, McCabe and Algiers will work as a subcommittee to create an advisory committee and designate a chair.

There was consensus among members to create an advisory committee.

7. Discussion of location of Shorewood's Farmers Market within the Central Business District.

Shorewood's Farmer's Market is located at Lake Bluff Elementary school grounds. Members would like the market moved to a more visible area which would benefit Shorewood businesses, the farmers market businesses, and residents and would allow dogs because dogs are not allowed on school grounds where the current location is.

There is an issue of space in the business district. Currently the farmers market is only food vendors. Brookfield's market includes other vendors monthly, outside of food. Members comments: location needs electricity; suggest move back to Atwater Elementary school site; been hearing suggestions from community to shut down streets for many key events; discussed permanent market structures as part of new development – could think as part of a project. This is an economic development incubator idea, that could be a year around business and would shape the vision of the business district.

Members agreed that need to include vendors and Tia Torhorst in the discussion.

E. Lang will schedule a meeting with Torhorst, including members Sherman, Algiers and Dean.

8. Strategic plan update.

Members reviewed the strategic plan, identifying the status of each strategy. Lang will create an implementation plan and discuss at an upcoming meeting.

Zovic update. New village manager Rebecca Ewald and will start first week of November. Currently at Waterford and grew up north shore. Interim manager.....The Tutton family son finalist in boy band. HS projecting event on Thursday at the auditorium, tomorrow.

Algiers, Zovic and Reinhardt left the meeting at 9:31 a.m..

9. Update outdoor public market space at 4111 Oakland.

E. Lang provided materials about a village proposal for activating the space in front of the Metro Market parking deck. Members discussed if would be good location for farmers market, but space is limited even with pedestrian arcade area.

Maybe the BIDs 18-Hour event could work there, or monthly craft events. Maybe an idea is to get the word out for public events. Could reach out to schools, organizations, makers, in home businesses, etc.

Members Sherman and Kreitlow suggested a fall event and will start working on.

10. Executive Director's Report.

E. Lang noted about the new owner of Queensway site, Thomas Schafer of Bayside Mgmt LLC. At the last Community Development Authority meeting, village staff provided information about vacant storefront registration programs and Beatrix Foods interest in a location, offering vegan food.

Lang asked members in their interest to communicate via text. Many apps offer not only group communications, but event organization too. Lang will bring ideas to next meeting. Members mentioned about more outreach about BOD meetings. E. Sen suggested inviting commercial owners to meetings.

11. Adjournment.

The meeting was adjourned at 9:53 a.m., moved by K. Dean and seconded by E. Sen.

Recorded by,

A handwritten signature in cursive script that reads "Ericka Lang". The signature is written in dark ink and is positioned below the text "Recorded by,".

BID ED Ericka Lang