



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

**Business Improvement District Board of Directors Meeting
3930 N. Murray Ave., Shorewood, Wisconsin
October 18th, 2017**

1. Call to order.

The meeting was called to order at 8:30 a.m. Members present: Becky Reinhardt, Caroline Kreitlow, Pat Algiers, Jake Bresette, Karen Dean, Paul Zovic, Ann Herrison-LaPlae, Scott Schwebel and Elif Sen. BID Staff: Ericka Lang and Sarah DeNeve

2. Approval of September 20, 2017 meeting minutes.

Ms. Dean moved to approve, seconded by Ms. Reinhardt. Motion to approve the minutes 8-0.

3. Financial Report.

Members reviewed the quarterly financial report through September 30th. Ms. Reinhardt moved to approve the quarterly report, seconded by Ms. Algiers. Motion to approve 9-0.

4. Discuss and approve 2018 proposed budget.

Ms. Lang provided a 2017 projection and 2018 budget with expenditure details. Assessment funding was slightly lower due to removing the new police department and two property decreased assessments.

Members discussed minor changes yet keeping the proposed budget total as-is. The marketing coordinator salary remains the same as the board is a working board and has a newly formed marketing committee. A major decrease in 2018 expenses is removal of the BIDs marketing contribution of \$10,000 as the Village is not renewing the contract. Members are concerned about the impact on the bike race event. Understanding all BID revenue sources is important. Members noted to revise certain expense details to miscellaneous: bike race barricades, proposed school event, and any print advertisement. Marketing should focus on more geo-digital outreach.

Ms. Reinhardt moved to approve the 2018 budget with changes per discussion, seconded by Ms. Algiers. Vote 9-0 to approve.

5. Discuss and approve 2018 operations plan.

The 2018 operations plan was reviewed. Members discussed the property assessment list and knowing who are included.

Ms. Dean moved to approve the 2018 operations plan, included budget changes as discussed under previous item, seconded by Ms. Sen. Vote 9-0 to approve. Ms. Lang will go to the Village Board for approval of 2018 funding in November.

6. Marketing Report.

a) Events: Ghost Train; Dec 2nd WinterFest

b) Social Media/Other

Ms. DeNeve reviewed the Shorewood Today Winter feature article focused on services and upcoming events. For the holiday event, Ms. Kreitlow is reaching out to both BID businesses and local artists. There is not a strong desire from businesses in Shorewood, but many local artists are interested. Members discussed how can we build partnerships with local businesses, such as having something at the event that incents people to go elsewhere in the business district. Important to promote to outside area. Discussed name of event, whether Winter Market is better than WinterFest. Important to brand as retail. The name will remain WinterFest.

Ms. Algiers reviewed the Ghost Train anniversary event. There's been a huge campaign with the schools and promoting outside the village. Several businesses signed up to hand out candy at the event.

7. Finalize BID committees.

a) Executive Committee: Discuss new member agreement and materials.

Members volunteered for the marketing and outreach committees. Members agreed that all board members should submit the member agreement form approved earlier in the year.

8. Executive Director's Report.

a) Nov 1st Awards Event

b) Business Updates

c) Other

- The awards event will start at 6:00 p.m. with a presentation at 6:30. Postcard invites will be mailed to all businesses and emailed to them and property owners.
- Mod Pizza would like to sponsor one of the networking events
- Members agreed that the BID should not make announcements on potential businesses unless it is confirmed the business is opening in Shorewood
- Reviewed October newsletter ideas.
- At Oct 8th Farmers Market: 19 people signed up to receive BID e-newsletters
- Update on business inquiries and development activity

9. Adjournment

The meeting was adjourned at 9:55 a.m.

Recorded by,

BID Executive Director Ericka Lang