



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

**Business Improvement District Board of Directors Meeting
3930 N. Murray Ave.
Village Hall – second floor committee room
Wednesday March 21, 2018 8:30 A.M.**

1. Call to order.
2. Approval of February 21, 2018 meeting minutes.
3. Financial Report.
4. Marketing Report.
 - a. St. Patrick's Day outcome
 - b. Draft April newsletter
 - c. Other
5. Discuss BID involvement Farmers Market.
6. Update Sponsorships opportunities.
7. Update bike race.
8. Executive Director's Report.
9. Marketing coordinator contract evaluation.

Notice of closed session: The BID board may consider entering into closed session under Sec. 19.85(1) Wisconsin Statutes, "(c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility". This item is on the agenda to discuss the Marketing coordinator position for the BID referenced above. The board may return from closed session into open session for further action.

10. Adjournment.

Dated March 14, 2018

Should you have any questions or comments regarding any items on this agenda, please contact the Shorewood BID Director at 414.248.2532. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

Business Improvement District Board of Directors Meeting

3930 N. Murray Ave.

February 21, 2018 .

1. Call to order.

Called to order at 8:30 a.m.

Members present. Chair Mike O'Brien, Karen Dean, Rebecca Reinhardt, Jake Bresette, Pat Algiers, Elif Zen, Caroline Kreitlow, Allison Rozek, Stephanie Sherman and Anne Herrison-LePlae.

Members absent: Rachel Carter, Scott Schwebel, Paul Zovic, Andrew McCabe, and Kyle Feerick.

Also present: Craig Bullock, Bart Greipentrog, Ned Brookes, Sheila Long, Shannon Weber, and Marketing Coordinator Sarah DeNeve.

2. Approval of January 17, 2018 meeting minutes.

Dean moved to approve, Zen seconded. Approved unanimously.

3. Financial Report.

Lang reviewed expenditures and sponsor deposits.

4. St. Patrick's Day proposal.

Lang reviewed Village Board special event approval that includes adding two police officers with paid overtime. As the event applicant, the BID is expected to cover police presence. Members discussed what the village policy is, to be reviewed for future events. Questioned if security guards is alternative. Some members questioned the BID covering security for community events. The board will discuss about event policies. Could the police department budget for BID events on an annual basis?

Lang reviewed proposed expenses and where fits in with budget. See if could get sponsor.

Reinhardt moved to authorize expenditure up to \$3300 as outlined in the materials, seconded by Kreitlow. Vote unanimous.

Staff is looking for board volunteers at the event.

5. Board officer nominations.

Chairman Mike O'Brien reviewed current officers: O'Brien -chair, McCabe -vice chair, Reinhardt -treasurer, Dean -secretary. McCabe withdrew for 2018 renomination. Dean was appointed by the Community Development Authority as a representative when she was a CDA member. The CDA is looking at their by-laws and most likely removing that requirement at the next meeting.

The BID executive committee will review the BIDs by-laws in the meantime, reviewing membership and officer language and report back at a subsequent meeting.

Reinhardt moved to nominate Kreitlow as vice chair, seconded by Sherman. Vote unanimous.

Algiers moved to nominate Reinhardt as treasurer, seconded by Bressette. Vote unanimous.

Rozek moved to nominate Zen as secretary, seconded by Kreitlow. Vote unanimous.

Kreitlow moved to nominate O'Brien as chair, seconded by Zen. Vote unanimous.

6. Marketing Report.

a. Marketing 2017 summary report.

b. Facebook/promos

c. Draft February newsletter

d. Networking events

DeNeve reviewed. Members discussed social media boosts and reach. MalamaDoe business owner Sheila Long reviewed changes to her business.

7. Marketing Committee meeting updates.

Lang reviewed events determined and ideas for future events. Algiers summarized past efforts to manage the Plein Air events. At this time, Plein Air is not scheduled for Shorewood.

8. Finalize 2018 Sponsorships opportunities.

Lang and DeNeve reviewed sponsorship packet that will be sent out and on the web. DeNeve is working on creating a form to pay directly online. Staff has a Square to take payment in person and created a PayPal account that we will link online. Reminder to ensure convenience fee added to sponsorships.

Discussed need to identify major sponsor opportunities outside of Shorewood. Reinhardt noted to identify Shorewood residents that work at potential businesses. Board members will help once information is live online.

Discussed WinterFest levels, adding in-kind opportunities.

9. BID assessment regulations and fee policy.

Lang reviewed memo about what properties may be included, rate ranges, assessment caps and past practice. Executive committee will discuss in September prior to 2019 budget discussions.

10. Marketing coordinator contract evaluation.

Lang requested BID complete an evaluation form for Sarah DeNeve before the next meeting and provide to Lang to compile. DeNeve's one year contract is through March 31st. Members will review at the March meeting.

11. Executive Director's Report.

Discussed last liquor license approved for The Ruckus at the February 21st Village Board

meeting and BIDs position.

Lang gave updates on various activities as noted in report.

12. Adjournment.

Adjourned at 10:01 a.m.

Recorded by,

Ericka Lang
BID Executive Director

Shorewood Business Improvement District Balance Sheet Detail As of March 15, 2018

Type	Date	Num	Name	Memo	Split	Amount	Balance	
ASSETS							28,256.15	
Current Assets							28,256.15	
Checking/Savings							83,340.37	
Cash Accounts							83,334.66	
Checking - North Shore							61,683.30	
Check	02/01/2018	2780	Shorewood Press	Card Envelopes	Non-marketing ...	-80.00	61,603.30	
Check	02/06/2018		USPS	Stamps	Postage and D...	-20.00	61,583.30	
Check	02/07/2018		Boelter Superstore	Chill event -popcorn bags	Seasonal Shop...	-12.20	61,571.10	
Check	02/10/2018		Goody Gourmets	Chill Event	Seasonal Events	-80.00	61,491.10	
Payment	02/16/2018	8155	Three Lions Pub	2017 bike race	Accounts Rece...	1,000.00	62,491.10	
Payment	02/16/2018	028632	Village of Shorewood	2017 CDA contrib	Accounts Rece...	5,000.00	67,491.10	
Payment	02/16/2018		Adventure Bootcamp	2017 bike race	Accounts Rece...	100.00	67,591.10	
Check	02/19/2018	2781	Ericka Lang	BID ED salary	BID Managem...	-4,000.00	63,591.10	
Check	02/19/2018	2782	West Bend Mutual I...	Acct. 011031357200	Liability Insura...	-111.25	63,479.85	
Check	02/19/2018	2783	Sarah DeNeve	invoice Nov 12-Dec12	Director Fees	-2,333.34	61,146.51	
Check	02/19/2018		PayPal	Web form plugin	Miscellaneous	-24.50	61,122.01	
Check	02/19/2018		PayPal	Web badge	Miscellaneous	-49.00	61,073.01	
Check	02/20/2018	2784	SEED	Swing with Shorewood ...	Civic Participat...	-250.00	60,823.01	
Deposit	02/27/2018			Deposit	Fee Assessment	47,016.58	107,839.59	
Payment	02/27/2018	1048	Shorewest Realtors		Accounts Rece...	300.00	108,139.59	
Check	03/07/2018	2785	Jennifer Anderson	invoice for spring ST edi...	Shorewood To...	-1,500.00	106,639.59	
Check	03/07/2018	2786	Shorewood Press	Posters 18 St Pats INV ...	Other Marketin...	-67.00	106,572.59	
Check	03/08/2018		USPS	Stamps -St Pats res ltrs	Postage and D...	-50.00	106,522.59	
Check	03/08/2018	2787	Sarah DeNeve	invoice Feb 12-Mar12	Director Fees	-2,333.34	104,189.25	
Payment	03/12/2018		Kensington Liquor		Accounts Rece...	500.00	104,689.25	
Payment	03/12/2018		Edward Jone		Accounts Rece...	80.00	104,769.25	
Total Checking - North Shore							43,085.95	104,769.25
Edward Jones MM							0.00	
Total Edward Jones MM							0.00	
MM - North Shore							21,651.36	
Total MM - North Shore							21,651.36	
Cash Accounts - Other							0.00	
Total Cash Accounts - Other							0.00	
Total Cash Accounts							43,085.95	126,420.61
Ed Jones							0.00	
Total Ed Jones							0.00	
Edward Jones - CD							0.00	
Total Edward Jones - CD							0.00	
Facade Improvement fund							5.71	
Total Facade Improvement fund							5.71	

Shorewood Business Improvement District Balance Sheet Detail As of March 15, 2018

Type	Date	Num	Name	Memo	Split	Amount	Balance
Facade Management Fund							0.00
Total Facade Management Fund							0.00
TIF #1 Marketing Grant							0.00
Total TIF #1 Marketing Grant							0.00
Total Checking/Savings						43,085.95	126,426.32
Accounts Receivable							-55,684.22
Accounts Receivable							-55,684.22
Payment	02/16/2018		Adventure Bootcamp	2017 bike race	Checking - Nor...	-100.00	-55,784.22
Payment	02/16/2018	8155	Three Lions Pub	2017 bike race	Checking - Nor...	-1,000.00	-56,784.22
Payment	02/16/2018	028632	Village of Shorewood	2017 CDA contrib	Checking - Nor...	-5,000.00	-61,784.22
Invoice	02/22/2018	57	Edward Jone	popcorn	Bike Race Rev...	80.00	-61,704.22
Payment	02/27/2018	1048	Shorewest Realtors		Checking - Nor...	-300.00	-62,004.22
Invoice	02/28/2018	58	Shorewest Realtors	2018 Shenanigans	Event Revenues	250.00	-61,754.22
Payment	03/12/2018		Kensington Liquor		Checking - Nor...	-500.00	-62,254.22
Payment	03/12/2018		Edward Jone		Checking - Nor...	-80.00	-62,334.22
Total Accounts Receivable						-6,650.00	-62,334.22
Total Accounts Receivable						-6,650.00	-62,334.22
Other Current Assets							600.00
accounts Receivable Year End							600.00
Total accounts Receivable Year End							600.00
Prepaid Expenses							0.00
Total Prepaid Expenses							0.00
Undeposited Funds							0.00
Total Undeposited Funds							0.00
Total Other Current Assets						600.00	600.00
Total Current Assets						36,435.95	64,692.10
Fixed Assets							0.00
Software							0.00
Total Software							0.00
Software - Accum Amort							0.00
Total Software - Accum Amort							0.00
Total Fixed Assets						0.00	0.00
Other Assets							0.00
Logo Design Fees							0.00
Total Logo Design Fees							0.00

9:00 AM

03/19/18

Accrual Basis

Shorewood Business Improvement District
Balance Sheet Detail
 As of March 15, 2018

Type	Date	Num	Name	Memo	Split	Amount	Balance
Logo Design Fees - Accum Amort							0.00
Total Logo Design Fees - Accum Amort							0.00
Total Other Assets							0.00
TOTAL ASSETS						36,435.95	64,692.10
LIABILITIES & EQUITY							28,256.15
Liabilities							-89,994.30
Current Liabilities							-89,994.30
Accounts Payable							0.00
Accounts Payable							0.00
Total Accounts Payable							0.00
Total Accounts Payable							0.00
Credit Cards							0.00
Total Credit Cards							0.00
Other Current Liabilities							-89,994.30
Accounts Payable Year End							0.00
Total Accounts Payable Year End							0.00
Accrued Management Fees							0.00
Total Accrued Management Fees							0.00
Temp Restricted Funds							-89,994.30
Facade Program Funds							-93,250.30
Facade Program Disbursements							-948,715.91
Total Facade Program Disbursements							-948,715.91
Int - Facade Program Fd							30,455.61
Total Int - Facade Program Fd							30,455.61
Facade Program Funds - Other							825,010.00
Total Facade Program Funds - Other							825,010.00
Total Facade Program Funds							-93,250.30
Unearned Rev - Facade Admin							0.00
Int - Facade Program Admin Fd							0.00
Total Int - Facade Program Admin Fd							0.00
Unearned Rev - Facade Admin - Other							0.00
Total Unearned Rev - Facade Admin - Other							0.00
Total Unearned Rev - Facade Admin							0.00



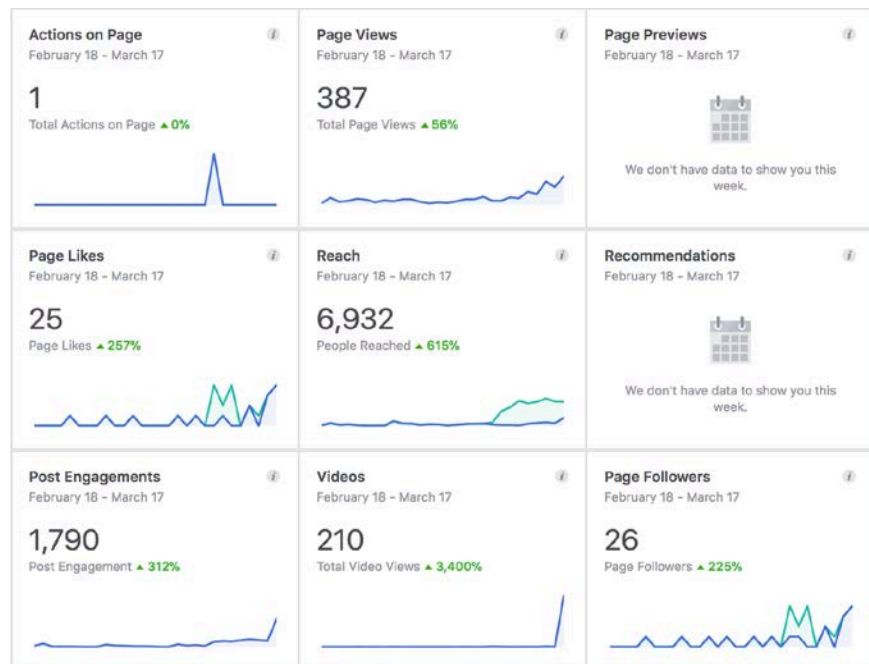
Marketing Update – BID Board meeting – March 21, 2018

1. Constant Contact Posts 2/26 – 3/19

0 selected Compare Campaigns Export all as CSV Contact Lists Show: 10 Page 1 of 19

	Time Sent	Campaign Name	Total Sent	Open Rate	Click Through Rate	Bounce Rate	Unsubscribe Rate
<input type="checkbox"/>	Mon, Mar 19, 2018 11:00 AM	Call for Spring Specials	256	21.5% 53	0% 0	3.9% 10	0% 0
<input type="checkbox"/>	Fri, Mar 16, 2018 6:07 PM	Shorewood Shenanigans 2018	1436	26.7% 348	0.3% 1	9.2% 132	0.1% 1
<input type="checkbox"/>	Wed, Mar 14, 2018 7:43 PM	Please Share - Biz	255	43.5% 107	10.3% 11	3.5% 9	0% 0
<input type="checkbox"/>	Mon, Mar 12, 2018 2:04 PM	Come Out for Shorewood Shenanigans March 17th	1439	36.6% 475	0.4% 2	9.7% 140	0.2% 3
<input type="checkbox"/>	Tue, Feb 27, 2018 3:07 PM	Call to Businesses- Be Part of Shorewood Shenanigans	255	43.6% 109	0% 0	2% 5	0% 0
<input type="checkbox"/>	Mon, Feb 26, 2018 4:38 PM	February BID News 2018	1340	33.2% 396	4.3% 17	11% 148	0.4% 5

2. Facebook reach 2/19 – 3/19



3. Facebook Posts 2/02 – 3/19

All Posts Published							
Reach: Organic / Paid Post Clicks Reactions, Comments & Shares							
Published	Post	Type	Targeting	Reach	Engagement	Promote	
03/19/2018 10:43 am	Thanks to Milwaukee Hurling Club coming out to Shorewood	Video	Global	28	1 1	Boost Post	
03/19/2018 10:40 am	Kids enjoying Milwaukee Hurling at Shorewood Shenanigan	Video	Global	81	2 1	Boost Post	
03/19/2018 10:35 am	In the Know band did a great job at Shorewood Shenanigan	Image	Global	103	45 3	Boost Post	
03/17/2018 4:20 pm	Find Lucky the Leprechaun from now until 6 and take a sel	Image	Global	408	45 22	Boost Post	
03/17/2018 3:21 pm	Come on down! It's beautiful out! Music, sunshine, green b	Image	Global	631	341 43	Boost Post	
03/17/2018 11:17 am	Getting ready!!!! Come on down and get your St. Paddy's	Image	Global	375	58 11	Boost Post	
03/17/2018 9:03 am	Today from 12-6! Come on down for green beer, great food	Image	Global	110	8 2		
03/16/2018 3:01 pm	Tomorrow! Only at the Shorewood Shenanigan	Image	Global	196	17 3		
03/15/2018 12:45 pm	Are you planning on celebrating With Shorewood at t	Image	Global	302	25 4		
03/14/2018 9:00 am	So what is better than shopping and drinking green beer?	Image	Global	248	18 5	Boost Post	
03/13/2018 8:46 am	Don't miss these fabulous Irish dancers on Saturday at the	Image	Global	179	7 3	Boost Post	
03/08/2018 10:57 am	New details added to the fast-approaching Shorewood She	Image	Global	214	24 17	View Promotion	
03/06/2018 11:40 am	Did you know there are 6 amazing Shorewood businesses a	Image	Global	630	85 38	Boost Post	
03/05/2018 6:07 pm	Shorewood Business Improvement District updated their ph	Image	Global	135	2 3	Boost Post	
02/28/2018 8:20 am	Go Sheila Long and Malama Doe Co-Working Community f	Image	Global	197	19 4	Boost Post	
02/26/2018 8:30 am	Anyone else catch this yesterday morning? Some love for	Image	Global	436	16 10	Boost Post	
02/21/2018 5:46 pm	Look at who is celebrating 100 years! What an amazing ac	Image	Global	156	3 1	Boost Post	
02/19/2018 2:40 pm	A few more photos of the Shorewood Chill vendors that ca	Image	Global	265	45 6	Boost Post	
02/19/2018 11:05 am	Such a cool idea from the Shorewood Public Library! Go g	Image	Global	213	17 2	Boost Post	
02/16/2018 2:35 pm	Such a great event! Already looking forward to next year!	Image	Global	272	113 3	Boost Post	
02/14/2018 2:35 pm	Some good deals to be had at Cloud Red tonight! Especially	Image	Global	207	17 1	Boost Post	
02/10/2018 2:08 pm	Beautiful day at the Shorewood Chill! Come and see us! W	Image	Global	275	23 9	Boost Post	
02/09/2018 11:15 am	Get cozy with some snow day specials at Three Lions!	Image	Global	156	25 2	Boost Post	
02/02/2018 5:34 pm	Still looking for something to do for the big game?	Image	Global	312	33 6	Boost Post	

4. Shorewood Shenanigan Recap

Very successful event, attendance much larger than expected. Very positive feedback, most feedback requested more space (close down a second block) and more kid friendly activities for next year.

Photo album on FB. Adding to website



5. April Newsletter –

Change in schedule - Sending out all call to biz middle of the month, sending out newsletter first of the month.

Welcome New Business

Business Anniversaries

Acacia Dental - 1 Year
Donna Horrigan, PT - 9 Years
North Shore Nails - 5 Years
Nurses Now, LLC - 1 Year
PNC Bank - 7 Years
Swanky Seconds - 6 Years
Wisconsin Vision - 1 Year

Business Spotlight

Brian Houston Salon

BID and Shorewood News & Events

Sponsorship Opportunities!
Rainbow Jersey Closes
Shorewood Reads Event

Specials & Business Events

Twilight Shop Walk

Calendar

Shorewood Shenanigans 2018 BID Event Review

as of 3/19/2018

Strengths- internal/within control of BID

Overall

Marketed well
Shuttles used
Community event
Passports
Volunteer HQ at Thief

Block Party

Family-friendly block party
Kid activities - hurling
Vendors good addition
Music
Food

Opportunities- external

Event sponsor
Sunday Mass
if BID sponsored, BID 100% lead site plan/changes
Food trucks next year if local restaurants don't participate

Threats/obstacles-external

Shuttle bus going on residential streets
Delayed confirmations of business participation
Retail/Service businesses that do not read BID event notices & requests to participate

SITA Outside Comments

Many positive comments how great it was and to do again

Negative comments:

Wasn't family friendly enough
Needed Irish Music
Stage in bad location
Needed more family activities and separate space
More food outside
Chalkboard event schedule at stage didn't match print- no dancers at 2pm
More picnic tables overall
Picnic tables just for kid activities
Open up more street
Street not cleaned up
Vendor selection questionable

Weaknesses-internal

Overall

Volunteer shortage to hand out/explain passports
Need Event Signs around Shoreowod
Shuttle drivers not told route

Block Party

Vendors showed too early
Lacked Kid friendly food at block party: popcorn, hotdogs
Site plan not followed
Temp No Parking Signs should have event ending Time
Stage lopsided so dancers couldn't be on
Stage location hidden behind tent
More seating outside of tent
Needed Heaters
Garbage not looked at during day
Why blocked road to Glendale
Tent too big
Needed volunteers for setup, take down, clean up
Trucks too big
Harry's shuttle stop should have been in front of Harry's
Volunteer meeting before day of event

I. BUSINESS/DEVELOPMENT

- Meeting with potential business owner 2/27
- Discussion with developer about redevelopment of Capitol site
- Inquiry from Spanish emersion school
- Further discussions with potential restaurant owner considering liquor licenses
- Existing business wants to expand in 4400 block
- Discussion with broker on existing business lease terms

II. OTHER

- BID enews changes – 1st out month. Request specials 15 days before from businesses.
- Reminder – next meeting School Linkage
- Website updates for sponsorship, events and news

III. UPCOMING EVENTS

- April 19th Business Open House- quarterly retail promos
 - i. Meeting w/ Olson House and Shop about retail open houses.
 - ii. Do quarterly, Thursday night open house/explore Shorewood, offering food/beverage at participating places. All from 5pm-8pm
 - iii. Invite:
 - 1. Oxford Glass
 - 2. Olson House
 - 3. Just Goods
 - 4. The Work Room
 - 5. Performance Running
 - 6. Shop
 - iv. Other Dates: Sept 13, Nov 10, Dec 1
 - v. Discussed bringing back Shop, Stop, Restore on Dec 1
 - 1. Idea to bring back promo “if spend more than \$250 on Dec 1, then will receive \$50 gift certificate from BID”

IV. MARKETING LEADERSHIP MEETING

- Presentation from marketing advisory committee on brand positioning. Goal to change way think about Shorewood and change behavior. MA is creating new tagline over next couple months, most likely getting votes via FB.
- Brand Positioning Statement:

“The Village of Shorewood is a vibrant, walkable, urban village THAT offers convenient access to big city experiences; an active, neighborly community with great schools; and a welcoming lake front.”

- Branding includes completing various one-minute community videos.
 - i. **Should BID add videos to 2019 budget?**
- Ideally have Recreation Department oversee Night of Ghost Train event

V. CDA MARCH MEETING

- CDA by-laws adopted.
- Discussed visioning process. CDA reviewing in April to set priorities against vision. BID director asked how the BID can provide input in the vision process and requested CDA utilize the Central District Master Plan when setting priorities.
 - BID director requested new sign codes; add quick/small loan program for businesses; seek redevelopment ideal for a public market and research how to obtain additional liquor licenses for recruitment purposes.

VI. FAÇADE GRANT STATUS

- PENDING. Stone Creek partial application forms received
- APPROVED. Reviewing application for Blue's Egg façade
- INQUIREY. New sign on office building

VII. BUSINESS LOAN PROGRAM

- No inquiries