



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

## MEETING AGENDA

Business Improvement District Board of Directors Meeting

3930 N. Murray A ve.

Village Hall – second floor court room

Wednesday April 18, 2018 8:30 A.M.

1. Call to order.
2. Approval of March 21, 2018 meeting minutes.
3. Quarterly Financial Report.
4. Discuss BID by-laws proposed amendments.
5. Volunteers for BID nominating committee.
6. Marketing Report.
  - a. Draft May newsletter
  - b. Other
7. Shorewood School District Facility Plan Discussion (9 a.m.)
8. Executive Director's Report.
9. Adjournment.

Dated April 12, 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.



## MEETING MINUTES

Business Improvement District Board of Directors Meeting  
3930 N. Murray A ve.

Wednesday March 21, 2018 DRAFT

1. Call to order.

The meeting called to order at 8:32 a.m.

Members present: Acting Chair/Vice Chair Caroline Kreitlow, Secretary Elif Sen, Jake Bresette, Pat Algiers, Karen Dean, Andrew McCabe, Treasurer Rebecca Reinhardt, Anne Herrison-LePlae, Kyle Feerick.

Members absent: Scott Schwebel, Allison Rozek, Rachel Carter, Stephanie Sherman, Paul Zovic, Chair Mike O'Brien.

Also present: Barb Heinen, Arthur Ircink, Julie Volkmen, Devan Maurer, Bart Griepentrog, Caroline Griffen, Jill Eckler, Ned Brooks, Steve Kaplan.

2. Approval of February 21, 2018 meeting minutes.

Member Dean moved approval of the minutes, seconded by Member Algiers. Vote Unanimous.

3. Financial Report.

Lang reviewed expenditures from mid February through mid March.

4. Marketing Report.

- a. St. Patrick's Day outcome
- b. Draft April newsletter
- c. Other

Main discussion on Shorewood Shenanigans event. Lang reviewed, providing review notes.

Member input who volunteered that day includes:

- People came from all over region and even from Illinois. Many folks Googled for something to do.
- Well marketed.
- Very positive feedback.
- Needed more volunteers. Suggested create roster for all events. Tap into high school, Booster Club, or Men's Club. Ask if other businesses want to volunteer.
- Next year have kid zone- more activities. Too tight for strollers. Is it necessary have every event family friendly? Members felt all events should have something. Add face painting.
- Communicate to businesses how many outside people came to event and benefits.

- Extend block party to Cloud Red next year. Unsafe with shuttle turning around on Kensington. Suggest have subcommittee how to improve -need more community input.

5. Discuss BID involvement Farmers Market.

Farmers Market Board members Barb Heinen and Arthur Ircink reviewed policies. The market only offers food vendors and has a community and sponsor tent. Farmers Market only has food vendors. A policy is no storefront food vendors included, but ideal to highlight BID district services or have BID business spotlighted without product offerings. They relayed that they are reviewing requests from two Shorewood businesses interested in permanent tents. BID would be a sponsorship opportunity. Sponsor tent fees are per week or packages.

Discussed idea once a month having makers market separate from food area. Brookfield does with crafts. Open to second permanent sponsor tent. Need planned ahead of time so can market appropriately.

The bid director will discuss with farmers market board.

6. Update Sponsorships opportunities.

Lang handed out sponsorship event form and reviewed web and fillable form. Members requested change PayPal Donate button to Pay Now.

7. Update bike race.

Briefly discussed.

8. Executive Director's Report.

No discussion.

9. Marketing coordinator contract evaluation.

At 9:30 a.m. Kreitlow moved to go into 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." Seconded by Dean. Vote unanimous.

Members present during discussion: Kreitlow, Feerick, Bresette, Sen, LePlae, Algiers, Dean and McCabe.

At 9:56 a.m. Kreitlow moved to go into open session, seconded by Algiers. Vote unanimous.

Kreitlow moved to extend the marketing coordinators contract for three months, seconded by Algiers. Vote unanimous.

10. Adjournment.

The meeting was adjourned at 9:58 a.m.

Recorded by,

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

Ericka Lang  
Business Improvement District Executive Director

## Shorewood Business Improvement District Profit & Loss Detail January through March 2018

Type	Date	Num	Name	Memo	Split	Amount	Balance	Class
Ordinary Income/Expense								
Income								
Bike Race Revenue								
Invoice	03/26/2018	60	Allstate Insurance	2018 Sponsorship - Sh...	Accounts Rece...	750.00	750.00	Bal Due
Total Bike Race Revenue						750.00	750.00	
CDA								
Invoice	01/15/2018	56	Village of Shore...	2017 Annual BID services	Accounts Rece...	5,000.00	5,000.00	AJE
Total CDA						5,000.00	5,000.00	
Event Revenues								
Invoice	02/22/2018	57	Edward Jone	Shorewood Chill	Accounts Rece...	80.00	80.00	
Invoice	02/28/2018	58	Shorewest Realt...	Sponsor Shorewood S...	Accounts Rece...	250.00	330.00	
Invoice	03/17/2018	59	Krystal Kimmel	Shenanigans Shuttle Si...	Accounts Rece...	150.00	480.00	Bal Due
Deposit	03/28/2018	8288	Three Lions Pub	Shwd Shenanigans 18	Checking - Nor...	1,100.00	1,580.00	
Total Event Revenues						1,580.00	1,580.00	
Fee Assessment								
Deposit	02/27/2018	028739	Vilage of Shorew...	assessment 2	Checking - Nor...	47,016.58	47,016.58	
Total Fee Assessment						47,016.58	47,016.58	
Total Income						54,346.58	54,346.58	
Expense								
Administrative								
BID Management Fee								
Check	01/15/2018	2776	Ericka Lang	DEC 15-JAN 14 2018	Checking - Nor...	4,000.00	4,000.00	Split AJE
Check	02/19/2018	2781	Ericka Lang	Jan 15 to FEB 15 2018	Checking - Nor...	4,000.00	8,000.00	
Check	03/19/2018	2792	Ericka Lang	Feb 15 to Mar 15 2018	Checking - Nor...	4,000.00	12,000.00	
Total BID Management Fee						12,000.00	12,000.00	
Dues and Subscriptions								
Check	01/09/2018		Constant Contact	Constant Contact	Checking - Nor...	45.00	45.00	
Check	02/08/2018		Constant Contact	Constant Contact	Checking - Nor...	45.00	90.00	
Check	03/08/2018		Constant Contact	Constant Contact	Checking - Nor...	45.00	135.00	
Total Dues and Subscriptions						135.00	135.00	
Liability Insurance								
Check	02/19/2018	2782	West Bend Mutu...	quarterly payment	Checking - Nor...	111.25	111.25	
Total Liability Insurance						111.25	111.25	

**Shorewood Business Improvement District**  
**Profit & Loss Detail**  
 January through March 2018

Type	Date	Num	Name	Memo	Split	Amount	Balance	Class
<b>Meals</b>								
Check	01/23/2018		Einstein Bagels	Marketing Mtg 1-23 coff...	Checking - Nor...	24.91	24.91	
<b>Total Meals</b>						24.91	24.91	
<b>Miscellaneous</b>								
Check	02/19/2018		PayPal	Web badge	Checking - Nor...	49.00	49.00	
Check	02/27/2018		PayPal	set up	Checking - Nor...	38.00	87.00	
<b>Total Miscellaneous</b>						87.00	87.00	
<b>Non-marketing Printing</b>								
Check	02/01/2018	2780	Shorewood Press	Card Envelopes	Checking - Nor...	80.00	80.00	
<b>Total Non-marketing Printing</b>						80.00	80.00	
<b>Office Supplies</b>								
Check	01/30/2018		Office Depot	tax forms	Checking - Nor...	36.94	36.94	
<b>Total Office Supplies</b>						36.94	36.94	
<b>Postage and Delivery</b>								
Check	02/06/2018		USPS	stamps	Checking - Nor...	20.00	20.00	
Check	03/08/2018		USPS	stamps	Checking - Nor...	50.00	70.00	
<b>Total Postage and Delivery</b>						70.00	70.00	
<b>Total Administrative</b>						12,545.10	12,545.10	
<b>Marketing Director Programs</b>								
<b>Director Fees</b>								
Check	01/15/2018	2777	Sarah DeNeve	INV 20120046 Dec12 - ...	Checking - Nor...	2,333.34	2,333.34	split AJE
Check	02/19/2018	2783	Sarah DeNeve	INV 20120050 Jan12 - ...	Checking - Nor...	2,333.34	4,666.68	
Check	03/08/2018	2787	Sarah DeNeve	INV 20120051 Feb12 - ...	Checking - Nor...	2,333.34	7,000.02	
<b>Total Director Fees</b>						7,000.02	7,000.02	
<b>Other Marketing</b>								
Check	02/23/2018		Amazon	18 St Pats lanyards	Checking - Nor...	303.98	303.98	
<b>Total Other Marketing</b>						303.98	303.98	
<b>Other Marketing Printing</b>								
Check	01/04/2018	2774	Shorewood High...	Drama playbooks	Checking - Nor...	300.00	300.00	Holiday event
Check	01/30/2018		Office Depot	Market Profile	Checking - Nor...	47.52	347.52	
Check	03/07/2018	2786	Shorewood Press	Posters '18 St. Pats	Checking - Nor...	67.00	414.52	
Check	03/16/2018		Office Depot	print passports	Checking - Nor...	78.14	492.66	
Check	03/19/2018		Office Depot	event sponsor forms 75...	Checking - Nor...	297.00	789.66	
<b>Total Other Marketing Printing</b>						789.66	789.66	

## Shorewood Business Improvement District Profit & Loss Detail January through March 2018

Type	Date	Num	Name	Memo	Split	Amount	Balance	Class
Seasonal Shopping Events								
Check	01/02/2018		Facebook	17 Winterfest	Checking - Nor...	41.97	41.97	2017 AJE
Check	01/04/2018	2775	Ideal Property M...	2017 Holiday Tree INV ...	Checking - Nor...	2,003.76	2,045.73	2017 AJE
Total Seasonal Shopping Events						2,045.73	2,045.73	
Shorewood Today								
Check	01/29/2018	2779	Village of Shore...	2018 Shorewood Today...	Checking - Nor...	5,850.00	5,850.00	
Check	03/07/2018	2785	Jennifer Anderson	copywriting for spring S...	Checking - Nor...	1,500.00	7,350.00	
Total Shorewood Today						7,350.00	7,350.00	
Web Hosting & Updating								
Check	01/08/2018		Google.com	gmail domain	Checking - Nor...	20.00	20.00	
Check	01/25/2018		Network Solutions	website hosting	Checking - Nor...	9.99	29.99	
Check	02/06/2018		Google.com	gmail domain	Checking - Nor...	20.00	49.99	
Check	02/22/2018		Network Solutions	website hosting	Checking - Nor...	9.99	59.98	
Check	03/07/2018		Google.com	gmail domain	Checking - Nor...	20.00	79.98	
Check	03/22/2018		Network Solutions	website hosting	Checking - Nor...	9.99	89.97	
Total Web Hosting & Updating						89.97	89.97	
Total Marketing Director Programs						17,579.36	17,579.36	
Other Marketing & Communication Banners								
Check	01/29/2018	2778	Optimum Signs	BID logo banner	Checking - Nor...	87.45	87.45	
Total Banners						87.45	87.45	
Civic Participation								
Check	02/20/2018	2784	SEED	Swing with Shorewood ad	Checking - Nor...	250.00	250.00	
Total Civic Participation						250.00	250.00	
Entertainment								
Check	03/17/2018	2788	Jessie Voelker	musician St Pats 2018	Checking - Nor...	250.00	250.00	3 Lions
Check	03/17/2018	2791	Jeff Aranda	In the Know band St Pats	Checking - Nor...	350.00	600.00	sponsored
Check	03/17/2018	2790	Pinkerton Xyloma	stage sound St Pats 2018	Checking - Nor...	500.00	1,100.00	
Total Entertainment						1,100.00	1,100.00	

11:59 AM

04/15/18

Accrual Basis

Shorewood Business Improvement District  
**Profit & Loss Detail**  
 January through March 2018

Type	Date	Num	Name	Memo	Split	Amount	Balance	Class
Seasonal Events								
Check	02/07/2018		Boelter Superstore	Chill event-popc bags	Checking - Nor...	12.20	12.20	
Check	02/10/2018		Goody Gourmets	Chill event-popcorn	Checking - Nor...	80.00	92.20	<a href="#">Streetscape Saturdays</a>
Total Seasonal Events						92.20	92.20	Ed Jones sponsored
Total Other Marketing & Communication						1,529.65	1,529.65	
Total Expense						31,654.11	31,654.11	
Net Ordinary Income						22,692.47	22,692.47	
Other Income/Expense								
Other Income								
Investment Income								
Interest								
Deposit	03/24/2018			Interest	MM - North Sh...	8.46	8.46	
Total Interest						8.46	8.46	
Total Investment Income						8.46	8.46	
Total Other Income						8.46	8.46	
Net Other Income						8.46	8.46	
Net Income						22,700.93	22,700.93	



## Shorewood Business Improvement District Balance Sheet Detail

Type	Date	Num	Name	As of March 31, 2018	Memo	Clr	Split	Amount	Balance
<b>ASSETS</b>									<b>38,057.03</b>
<b>Current Assets</b>									<b>38,057.03</b>
<b>Checking/Savings</b>									<b>33,357.03</b>
<b>Cash Accounts</b>									<b>33,351.32</b>
								<b>4,699.96</b>	
Check	01/02/2018		Facebook	17 Winterfest		√	Seasonal Shopping Events	-41.97	4,657.99
Check	01/04/2018	2774	Shorewood High School	Shorewood Drama program		√	Other Marketing Printing	-300.00	4,357.99
Check	01/04/2018	2775	Ideal Property Management	2017 Holiday tree INV 3361		√	Seasonal Shopping Events	-2,003.76	2,354.23
Check	01/08/2018		Google.com	gmail domain Jan		√	Web Hosting & Updating	-20.00	2,334.23
Check	01/09/2018		Constant Contact			√	Dues and Subscriptions	-45.00	2,289.23
Check	01/15/2018	2776	Erica Lang	monthly BID ED services		√	BID Management Fee	-4,000.00	-1,710.77
Check	01/15/2018	2777	Sarah DeNeve	invoice Nov 12-Dec12		√	Director Fees	-2,333.34	-4,044.11
Transfer	01/16/2018			Funds Transfer		√	MM - North Shore	7,000.00	2,955.89
Check	01/23/2018		Einstein Bagels	Marketing Meeting		√	Meals	-24.91	2,930.98
Check	01/25/2018		Network Solutions	web hosting		√	Web Hosting & Updating	-9.99	2,920.99
Payment	01/29/2018	1274	Joseph Property Development	2017 bike race		√	Accounts Receivable	2,000.00	4,920.99
Deposit	01/29/2018			Deposit		√	Accounts Receivable	62,784.22	67,705.21
Check	01/29/2018	2778	Optimum Signs	BID banner INV #1839		√	Banners	-87.45	67,617.76
Check	01/29/2018	2779	Village of Shorewood	2018 Shorewood Today Mag		√	Shorewood Today	-5,850.00	61,767.76
Check	01/30/2018		Office Depot	Market Profile		√	Other Marketing Printing	-47.52	61,720.24
Check	01/30/2018		Office Depot	1099 tax forms		√	Office Supplies	-36.94	61,683.30
Check	02/01/2018	2780	Shorewood Press	Card Envelopes		√	Non-marketing Printing	-80.00	61,603.30
Check	02/06/2018		USPS	Stamps		√	Postage and Delivery	-20.00	61,583.30
Check	02/06/2018		Google.com	gmail domain Jan		√	Web Hosting & Updating	-20.00	61,563.30
Check	02/07/2018		Boelter Superstore	Chill event -popcorn bags		√	Seasonal Shopping Events	-12.20	61,551.10
Check	02/08/2018		Constant Contact			√	Dues and Subscriptions	-45.00	61,506.10
Check	02/10/2018		Goody Gourmets	Chill Event		√	Seasonal Events	-80.00	61,426.10
Payment	02/16/2018	8155	Three Lions Pub	2017 bike race		√	Accounts Receivable	1,000.00	62,426.10
Payment	02/16/2018	028632	Village of Shorewood	2017 CDA contrib		√	Accounts Receivable	5,000.00	67,426.10

## Shorewood Business Improvement District Balance Sheet Detail

Type	Date	Num	Name	As of March 31, 2018	Memo	Clr	Split	Amount	Balance
Payment	02/16/2018		Adventure Bootcamp		2017 bike race	√	Accounts Receivable	100.00	67,526.10
Check	02/19/2018	2781	Ericka Lang		BID ED salary	√	BID Management Fee	-4,000.00	63,526.10
Check	02/19/2018	2782	West Bend Mutual Insurance Company		Acct. 011031357200	√	Liability Insurance	-111.25	63,414.85
Check	02/19/2018	2783	Sarah DeNeve		invoice Nov 12-Dec12	√	Director Fees	-2,333.34	61,081.51
Check	02/19/2018		PayPal		Web badge	√	Miscellaneous	-49.00	61,032.51
Check	02/20/2018	2784	SEED		Swing with Shorewood program	√	Civic Participation	-250.00	60,782.51
Check	02/22/2018		Network Solutions		web hosting	√	Web Hosting & Updating	-9.99	60,772.52
Check	02/23/2018		Amazon		18 St Pats lanyards	√	Other Marketing	-303.98	60,468.54
Deposit	02/27/2018				Deposit	√	Fee Assessment	47,016.58	107,485.12
Payment	02/27/2018	1048	Shorewest Realtors			√	Accounts Receivable	300.00	107,785.12
Check	02/27/2018		PayPal			√	Miscellaneous	-38.00	107,747.12
Check	03/07/2018	2785	Jennifer Anderson		invoice for spring ST edition	√	Shorewood Today	-1,500.00	106,247.12
Check	03/07/2018	2786	Shorewood Press		Posters 18 St Pats INV 22360 22388	√	Other Marketing Printing	-67.00	106,180.12
Check	03/07/2018		Google.com		gmail domain Jan	√	Web Hosting & Updating	-20.00	106,160.12
Check	03/08/2018		USPS		Stamps -St Pats res ltrs	√	Postage and Delivery	-50.00	106,110.12
Check	03/08/2018	2787	Sarah DeNeve		invoice Feb 12-Mar12	√	Director Fees	-2,333.34	103,776.78
Check	03/08/2018		Constant Contact			√	Dues and Subscriptions	-45.00	103,731.78
Payment	03/12/2018		Kensington Liquor			√	Accounts Receivable	500.00	104,231.78
Payment	03/12/2018		Edward Jone			√	Accounts Receivable	80.00	104,311.78
Payment	03/16/2018	1051	Shorewest Realtors			√	Accounts Receivable	250.00	104,561.78
Check	03/16/2018		Office Depot		St Pats Passports print	√	Other Marketing Printing	-78.14	104,483.64
Check	03/17/2018	2788	Jessie Voelker		2018 St Pats Event	√	Entertainment	-250.00	104,233.64
Check	03/17/2018	2791	Jeff Aranda		St Pats Event	√	Entertainment	-350.00	103,883.64
Check	03/17/2018	2790	Pinkerton Xyloma		sound St Pats Event	√	Entertainment	-500.00	103,383.64
Check	03/19/2018		Office Depot		Sponsor forms	√	Other Marketing Printing	-297.00	103,086.64
Check	03/19/2018	2792	Ericka Lang		BID ED salary	√	BID Management Fee	-4,000.00	99,086.64
Check	03/22/2018		Network Solutions		web hosting	√	Web Hosting & Updating	-9.99	99,076.65
Deposit	03/28/2018				Deposit	√	Event Revenues	1,100.00	100,176.65
								95,476.69	100,176.65
									0.00

## Shorewood Business Improvement District Balance Sheet Detail

Type	Date	Num	Name	As of March 31, 2018	Memo	Clr	Split	Amount	Balance
									0.00
									<b>28,651.36</b>
Transfer	01/16/2018				Funds Transfer	√	Checking - North Shore	-7,000.00	21,651.36
Deposit	03/24/2018				Interest	√	Interest	8.46	21,659.82
								<u>-6,991.54</u>	<u>21,659.82</u>
									<b>0.00</b>
									0.00
Total Cash Accounts								<u>88,485.15</u>	<u>121,836.47</u>
<b>Facade Improvement fund</b>									<b>5.71</b>
Total Facade Improvement fund									5.71
Total Checking/Savings								88,485.15	121,842.18
<b>Accounts Receivable</b>									<b>4,100.00</b>
<b>Accounts Receivable</b>									<b>4,100.00</b>
Invoice	01/15/2018	56	Village of Shorewood		2017 CDA contrib		CDA	5,000.00	9,100.00
Deposit	01/29/2018	028518	Village of Shorewood		2018 assessment 1		Checking - North Shore	-62,784.22	-53,684.22
Payment	01/29/2018	1274	Joseph Property Development		2017 bike race		Checking - North Shore	-2,000.00	-55,684.22
Payment	02/16/2018		Adventure Bootcamp		2017 bike race		Checking - North Shore	-100.00	-55,784.22
Payment	02/16/2018	8155	Three Lions Pub		2017 bike race		Checking - North Shore	-1,000.00	-56,784.22
Payment	02/16/2018	028632	Village of Shorewood		2017 CDA contrib		Checking - North Shore	-5,000.00	-61,784.22
Invoice	02/22/2018	57	Edward Jone		2018 Chill sponsor		Event Revenues	80.00	-61,704.22
Payment	02/27/2018	1048	Shorewest Realtors		2018 Shenanigans		Checking - North Shore	-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		2017 bike race		Checking - North Shore	-500.00	-62,254.22
Payment	03/12/2018		Edward Jone		2018 Chill sponsor		Checking - North Shore	-80.00	-62,334.22
Payment	03/16/2018	1051	Shorewest Realtors		2018 Shenanigans		Checking - North Shore	-250.00	-62,584.22
Invoice	03/17/2018	59	Krystal Kimmel		2018 Shenanigans		Event Revenues	150.00	-62,434.22
Invoice	03/26/2018	60	Allstate Insurance		2018 Bike pace car		Bike Race Revenue	750.00	-61,684.22
Total Accounts Receivable								<u>-65,784.22</u>	<u>-61,684.22</u>
Total Accounts Receivable								<u>-65,784.22</u>	<u>-61,684.22</u>
<b>Other Current Assets</b>									<b>600.00</b>
<b>accounts Receivable Year End</b>									<b>600.00</b>
Total accounts Receivable Year End									600.00
<b>Prepaid Expenses</b>									<b>0.00</b>

**Shorewood Business Improvement District  
 Balance Sheet Detail**

Type	Date	Num	Name	As of March 31, 2018	Memo	Clr	Split	Amount	Balance
Total Prepaid Expenses									0.00
<b>Undeposited Funds</b>									<b>0.00</b>
Total Undeposited Funds									0.00
Total Other Current Assets									600.00
Total Current Assets								22,700.93	60,757.96
<b>TOTAL ASSETS</b>								<b>22,700.93</b>	<b>60,757.96</b>
<b>Equity</b>									<b>128,051.33</b>
<b>Opening Bal Equity</b>									<b>0.00</b>
Total Opening Bal Equity									0.00
<b>Retained Earnings</b>									<b>128,051.33</b>
Total Retained Earnings									128,051.33
<b>Net Income</b>									<b>0.00</b>
Total Net Income								22,700.93	22,700.93
Total Equity								22,700.93	150,752.26
<b>TOTAL LIABILITIES &amp; EQUITY</b>								<b>22,700.93</b>	<b>60,757.96</b>

<b>Shorewood BID</b>				
		<b>Adopted</b>	<b>Qtr 1</b>	
		<b>2018</b>	<b>2018</b>	<b>Notes</b>
<b>Income</b>				
Assessment		\$ 114,459	\$ 47,017	
CDA		\$ 5,000		
Affiliate Membership		\$ 1,200		
Bike Race Revenue		\$ 15,000		
Other Event Revenue		\$ 3,000	\$ 1,350	3L, MW
Reimbursed Expenses			\$ 80	Chill EJ
Other		\$ 50		
<b>Total Income</b>		<b>\$ 138,709</b>	<b>\$ 48,447</b>	
<b>Expense</b>				
<b>Administrative</b>				
Audit		\$ 1,125	\$ 111	
Bank Service Charges		\$ -	\$ 10,000	
BID Management Fee		\$ 48,000		
Dues and Subscriptions		\$ 990	\$ 135	
Liability Insurance		\$ 425		
Meals		\$ 520	\$ 25	Mkt Mtg Fd
Office Supplies/Printing		\$ 500	\$ 117	TY env, tax
Constituent Relations		\$ 500		
Seminars		\$ 500		
Postage and Delivery		\$ 400	\$ 70	
Miscellaneous (Strat Plan)		\$ 500		
<b>Total Administrative</b>		<b>\$ 53,460</b>	<b>\$ 10,458</b>	
<b>Marketing Programs</b>				
Marketing Shorewood		\$ -		
Marketing Coord Fees		\$ 28,000	\$ 5,834	
Print Advertising		\$ 700	\$ 442	Sponsor Forms; passport Prnt; Posters
Bus Recruit Materials		\$ 400	\$ 48	Mkt Prof Prnt
Shorewood Today Mag		\$ 5,850	\$ 5,850	
Writing Shorewood Mag		\$ 6,000	\$ 1,500	
Bike Race		\$ 18,000		
Fall Event		\$ 2,850		
Civic Participation		\$ 2,250	\$ 550	HS Drama; SEED
Other Events		\$ 9,450	\$ 1,644	Lanyards; popcorn bags; BID banner; Shen Enter; popcorn Chill
Networking Socials/Ann Mtg		\$ 1,400		
Web Hosting & Updating		\$ 610	\$ 177	
Website Redevelopment				
<b>Total Marketing Programs</b>		<b>\$ 75,510</b>	<b>\$ 16,044</b>	
<b>Total Expense</b>	<b>#</b>	<b>\$128,970</b>	<b>\$ 26,502</b>	
<b>Net Income</b>	<b>#</b>	<b>\$9,739</b>		

## Shorewood Business Improvement District Profit & Loss Detail April 1 - 15, 2018

Type	Date	Num	Name	Memo	Split	Amount	Balance	Clr
Ordinary Income/Expense								
Income								
Affiliate Membership								
Deposit	04/05/2018	8552	Hubbard Park Lo...	affiliate member 2018	Checking - Nor...	150.00	150.00	
Total Affiliate Membership						150.00	150.00	
Bike Race Revenue								
Deposit	04/05/2018	2044	Nino's Southern ...	2018 bike race	Checking - Nor...	150.00	150.00	
Deposit	04/11/2018		Shorewood Fami...	18 bike-Bronze sponsor	Checking - Nor...	600.00	750.00	
Total Bike Race Revenue						750.00	750.00	
CDA								
Invoice	04/06/2018	61	Village of Shore...	2018 Qtr 1 BID CDA ac...	Accounts Rece...	1,275.00	1,275.00	
Total CDA						1,275.00	1,275.00	
Event Revenues								
Deposit	04/05/2018	11224	North Star	St Pats portojohns	Checking - Nor...	100.00	100.00	
Total Event Revenues						100.00	100.00	
Trick Treat 2018								
Deposit	04/11/2018		Shorewood Fami...	Event sponsor	Checking - Nor...	250.00	250.00	
Total Trick Treat 2018						250.00	250.00	
WinterFest 2018								
Deposit	04/11/2018		Shorewood Fami...	Event sponsor-cookies	Checking - Nor...	75.00	75.00	
Total WinterFest 2018						75.00	75.00	
Total Income						2,600.00	2,600.00	
Expense								
Other Marketing & Communication								
Advertising								
Check	04/11/2018	2796	88Nine Radio Mil...	18 Shorewood Shenani...	Checking - Nor...	450.00	450.00	
Total Advertising						450.00	450.00	
Bike Race								
Check	04/05/2018	2794	Midwest Cycling ...	race installments 1_2	Checking - Nor...	6,160.00	6,160.00	
Check	04/11/2018	2797	Village of Shore...	Spec Event appl 18 bik...	Checking - Nor...	100.00	6,260.00	
Total Bike Race						6,260.00	6,260.00	

12:59 PM

04/15/18

Accrual Basis

Shorewood Business Improvement District  
Profit & Loss Detail  
April 1 - 15, 2018

Type	Date	Num	Name	Memo	Split	Amount	Balance	Clr
Seasonal Events								
Check	04/05/2018	2793	Village of Shore...	St Patricks Day PD bloc...	Checking - Nor...	919.08	919.08	
Check	04/05/2018	2795	alphagraphics	Passports St Patricks E...	Checking - Nor...	1,651.60	2,570.68	
Check	04/15/2018	2798	Three Lions Pub	2018 Shen- 3 Lions rei...	Checking - Nor...	150.00	2,720.68	
Total Seasonal Events						2,720.68	2,720.68	
Total Other Marketing & Communication						9,430.68	9,430.68	
Total Expense						9,430.68	9,430.68	
Net Ordinary Income						-6,830.68	-6,830.68	
Net Income						-6,830.68	-6,830.68	



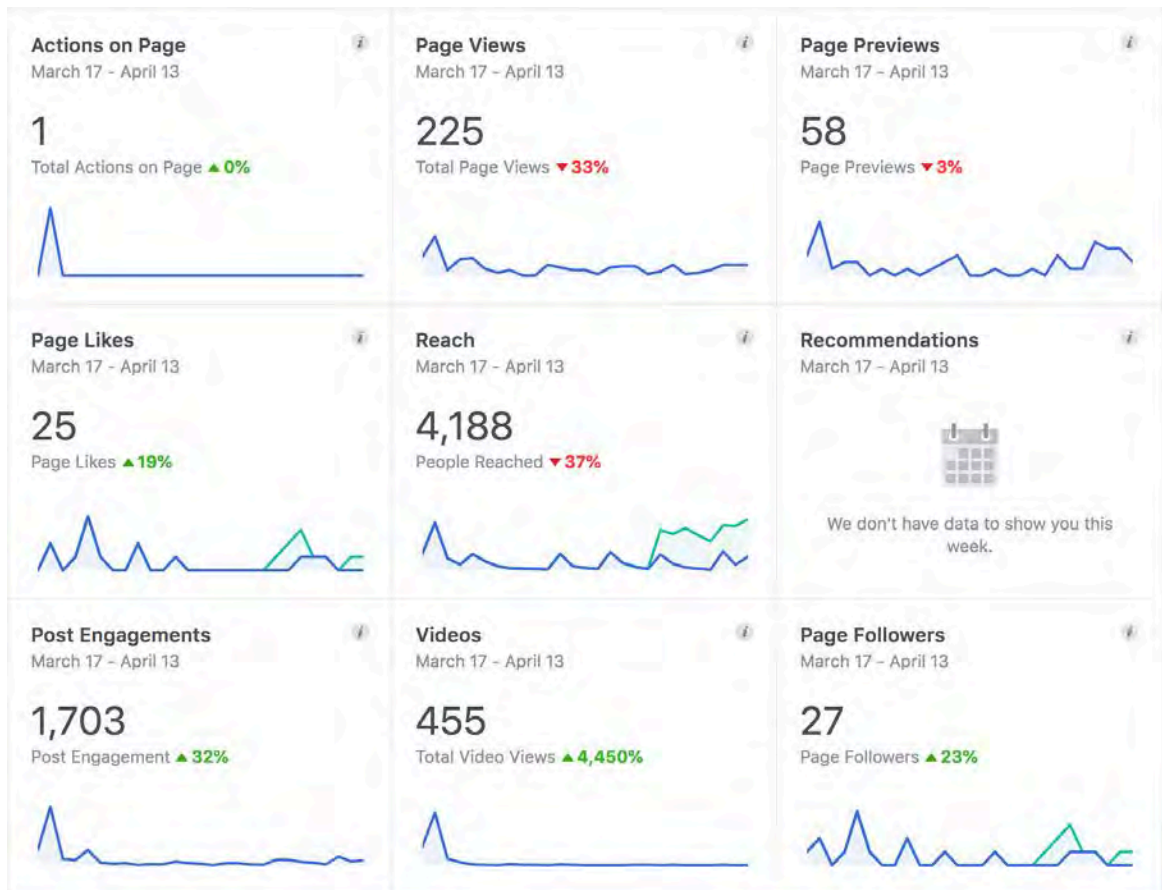
## Marketing Update – BID Board meeting – April 18, 2018

### 1. Constant Contact Emails 3/23 – 4/15

For the May BID newsletter, asking for promotions for Cinco de Mayo and Mother’s Day to ideally promote separately from newsletter.

Time Sent	Campaign Name	Total Sent	Open Rate	Total Unique	Mobile Open Rate	Desktop Open Rate	Click Through Rate	Total Unique
Fri, Apr 13, 2018 12:40 PM	Cinco de Mayo Special Request	257	27.10%	68	46.10%	53.90%	0.00%	0
Thu, Apr 12, 2018 4:52 PM	Eat Drink & Be Educated_Reminder	257	31.60%	80	45.80%	54.20%	0.00%	0
Thu, Apr 12, 2018 8:30 AM	Oakland Ave spring shop walk	1439	26.10%	343	44.50%	55.50%	8.50%	29
Fri, Apr 6, 2018 6:46 PM	BID Presents Eat, Drink, & Be Educated	256	37.90%	94	53.60%	46.40%	0.00%	0
Mon, Apr 2, 2018 3:54 PM	April Newsletter_4_18	1466	32.50%	429	44.50%	55.50%	6.10%	26
Fri, Mar 23, 2018 1:11 PM	Sponsorships BID 2018	435	38.70%	161	34.10%	65.90%	22.40%	36

### 2. Facebook reach 3/23 – 4/15





### 3. Facebook Posts 2/02 – 3/19

		Reach: Organic / Paid		Post Clicks		Reactions, Comments & Shares	
Published	Post	Type	Targeting	Reach	Engagement	Promote	
04/13/2018 11:45 am	 We are definitely hoping it brings with it warmer weather! Brrrrrr!			208	8 3	<a href="#">Boost Post</a>	
04/11/2018 12:56 pm	 Some much deserved appreciation for one of Shorewood's own!			299	24 11	<a href="#">Boost Post</a>	
04/06/2018 12:28 pm	 In less than two weeks! Make sure you come by! #oaklandavesh			408	9 8	<a href="#">Boost Post</a>	
03/29/2018 1:30 pm	 Looking for a brunch for Easter? Three Lions Pub has you covered			278	18 3	<a href="#">Boost Post</a>	
03/19/2018 10:43 am	 Thanks to Milwaukee Hurling Club coming out to Shorewood Shenanigans			29	1 1	<a href="#">Boost Post</a>	
03/19/2018 10:40 am	 Kids enjoying Milwaukee Hurling at Shorewood Shenanigans 201			293	13 3	<a href="#">Boost Post</a>	
03/19/2018 10:35 am	 In the Know band did a great job at Shorewood Shenanigans			479	181 11	<a href="#">Boost Post</a>	
03/17/2018 4:20 pm	 Find Lucky the Leprechaun from now until 6 and take a selfie with			465	46 23	<a href="#">Boost Post</a>	
03/17/2018 3:21 pm	 Come on down! It's beautiful out there! Music, sunshine, green beer and			678	355 44	<a href="#">Boost Post</a>	
03/17/2018 11:17 am	 Getting ready!!!! Come on down and get your St. Paddy's Day on			389	59 11	<a href="#">Boost Post</a>	

### 4. Oakland Ave Spring Shop Walk

The BID has partnered with 6 Oakland Ave retail shops to bring Shorewood a quarterly retail event with special evening hours and sips and bites and each participating business. The first one is Thursday April 19<sup>th</sup>. The BID supported this event with Facebook posts and boosts, Instagram posts and posters throughout participating businesses and community spaces.

### 5. Feast on Oakland

We had a meeting on the structure of The Feast and it is becoming more defined. Goal right now is to gain local restaurant support and sponsors.

BID director met with:

- Blue's Egg owner for harvest table idea & sponsorship
- Katz Properties for stage sponsorship

### 6. May Newsletter –

**Welcome New Business**

Pinnacle Bike Services

**Business Anniversaries**

Northwoods, 5 years in Shorewood  
Clicks – 5 years  
Country Financial – 3 years

**Business Spotlight**

Salon 4611 Oakland.

**BID and Shorewood News & Events**

Dr. Noah taking over Rainbow Jersey is official.  
First Summer Saturday June 2<sup>nd</sup>!  
Criterium June 28<sup>th</sup> - Sponsorship Opportunities!  
Oxford Glass historical stained-glass display

**Specials & Business Events**

Teresa Olson Has an event

**Calendar**

Last updated March 2007

April 12, 2018

## **By-Laws of Shorewood Business Improvement District**

### Article 1

#### Office

~~The initial office of the Shorewood Business Improvement District shall be at \_\_\_\_\_.~~  
~~Hereafter, the Board of the BID (Board) may determine another location.~~ **The Shorewood Business Improvement District, a**As used herein, “BID”, shall refer to the organization of members defined below, and “District” shall refer to the property located within the physical boundaries of the BID defined the Shorewood Business Improvement District Operating Plan as amended from time to time (hereinafter “Plan”.)

### Article II

#### Purpose

It shall be the purpose of the BID to perform all acts authorized by law for a Business Improvement District, including but not limited to redeveloping, developing, managing, and promoting the District as authorized by Wisconsin State law. The BID shall work within the bounds of the law in order to retain existing business uses and attract new businesses and other uses to the District, and to otherwise carry out the Plan. **The Shorewood Business Improvement District, Inc. activities will be carried out fully within the limits of 501(c)(3) of the Internal Revenue Code Title 26.**

### Article III

#### Members

Owners and tenants of real estate in the District, upon whom assessments are levied, by the Village of Shorewood, for the purpose of funding the BID’s operating and program costs, shall be identified as “Members” of the BID, although they are not members of the Board of the BID. Membership terminates when a member ceases to have interest in real estate in the District, whether as an owner or tenant. Members shall have no rights other than to receive information and to advise the appointed BID board.

**Other business owners within the Village of Shorewood outside the BID District or residents operating as business consultants, may be Affiliate BID members. The BID Board approves annual affiliate membership fees and benefit levels.**

### Article IV

#### Membership Meetings and Agenda

General meetings of the members shall be held at least annually, in the Village of Shorewood, Wisconsin at a time and place to be determined by the BID Board. Special meetings may be called with the approval of 4 BID Board members. An annual meeting of the BID shall be held each calendar year at a date and time of the Board’s choosing.<sup>i</sup>

**The Executive Director shall prepare the agenda with direction from the Chair.**

Last updated March 2007

April 12, 2018

## Article V BID Board

**Number and Designation: The BID Board shall consist of up to 14 members. Twelve members shall be business owners within the BID District and two members may be Shorewood residents. Commercial property owners within the BID District may also serve as board members.** The affairs of the BID shall be managed by the BID Board, as identified in the Plan. In ~~November~~ **September** of each calendar year, the Board Chair shall appoint a Nominating Committee to solicit potential candidates from the BID district to fill any vacancies or replace board members. The Nominating Committee will prepare and distribute a slate of candidates to the **BID Board** at the regular December meeting for approval. Upon approval by the **BID Board** of Directors, the Board shall forward the slate of candidate(s) for appointment to the ~~BID Board~~ by the Village President. <sup>ii</sup>

**Term of Board Member:** Appointment to the Board shall be for a period of three years each, except that initially four members of the BID Board shall be appointed for a two-year term each, and four members of the BID Board for a term of one year. Each BID Board members' term shall expire on December 31<sup>st</sup> unless sooner terminated as required herein: but a BID Board member shall remain empowered until the appointment of such party's successor.

**Board Meetings:** Board meetings shall be held at such times as the Board deems necessary, upon at least as much notice as is required by the Open Meetings Law. All Board members are expected to actively participate in meetings and to notify the Chairperson or designee if unable to attend. Missing two regularly scheduled meetings without prior notification shall be grounds for removal from the Board. A quorum shall consist of 7 members of the Board. Except as otherwise provided herein, all votes of the Board shall be by simple majority. The Board's meetings and Members' meeting are public meetings and their records are public records subject to Wisconsin open meeting laws and public records laws.

**Resignation and Removal:** A Board member may resign by filing a written resignation with the Secretary. Any Board member may be removed by an affirmative vote of two-thirds of the total Board whenever, in its judgement, the best interests of the BID would be served thereby, after notice and opportunity for a hearing afforded the Board member in question. Upon vacancy being created on the Board, the Board shall petition the Village President to appoint a replacement nominated by the Board.

## Article VI Officers

**Officers Generally:** The officers of the BID shall be Chairperson, Vice Chairperson, Secretary and Treasurer nominated and elected by the Board; except that, at the appointment of the initial board, the Village President shall designate one Board member as Chairman until the Board can elect its officers. The officers shall be Board members and shall be elected by the Board annually at the first regular scheduled meeting of the Board subsequently to the appointment by the Village President and confirmation by the Village Board, of the new Board members. The officers shall serve at the pleasure of the Board. Any officer elected or appointed by the Board may be removed by an affirmative vote of two-thirds of the total Board whenever, in its judgement, the best interests of the BID would be served thereby.

**Chairperson:** The Chairperson shall preside at all meetings of the Board and of the Members. The Chairperson may sign with the Secretary, or any other proper officer of the organization authorized by the Board, any deed, mortgage, bond, contract, or other instrument which the Board has authorized to be executed, except in cases where the signing and execution thereof shall be expressly delegated to some

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other officer or agent of the organization. In general, the Chairperson shall perform all duties incident of the office of Chairperson and such other duties that shall be prescribed by the Board from time to time.

Vice-Chairperson: In the absence of the Chairperson or in the event of the Chairperson's inability or refusal to act, the Vice-Chairperson shall perform the duties of the Chairperson, and, when acting, shall have all the powers of and be subject to, all restrictions upon the Chairperson. The Vice-Chairperson shall perform other duties as from time to time may be assigned by the Chairperson or by the Board.

Secretary: The Secretary, **in cooperation with the BID Executive Director**, shall keep the permanent minutes of the meetings of the Board and of the ~~Members in one or more books provided for that purpose~~; see that all notices are duly given in accordance with the provisions of these bylaws, or as required by law; be custodian of the records; keep a register of the name and address of each Member; and, in general, perform all duties incident to the office of the Secretary and such other duties as may be assigned from time to time by the Chairperson.

Treasurer: The Treasurer, **in cooperation with the BID Executive Director**, shall have charge and custody of and be responsible for all funds and securities of the BID. The Treasurer shall perform all duties incident to the office of the Treasurer and such other duties as from time to time may be assigned by the Board. The Treasurer and Chairperson shall prepare annual operating budgets showing income and expenses to be presented to the Board for approval.

#### **Article VIII** **BID Executive Director**

**The BID Board of Directors shall approve a contract for an Executive Director to carry out the tasks of the BID Board and other professional services as deemed necessary and identified in the Annual Operating Plan. The Executive Director may be assigned duties of the Officers as determined by the position description.**

#### Article VIII Financial

The Chairperson or the Treasurer is authorized on behalf of the organization to open such bank accounts, checking accounts, or accounts with a Village of Shorewood financial institution as the BID Board may authorize. The authorized signers of checks or withdrawal orders in connection with any such account shall be any two of the officers whose names and signatures shall have been certified to such financial institutions from time to time by the Secretary of the BID, and at least one who shall be the Chairperson or Treasurer of the BID. Any financial institution shall be fully protected in relying on any such certification by the Secretary until it shall have received written notice of change in such of office or such signing authority.

All invoices for goods supplies or services rendered to the BID shall be approved for payment by the Chairperson of the BID and payment will be made by procedures established by the Chairperson and Treasurer.

Board member may make application for the Chairperson for the reimbursement of out-of-pocket expenses up to \$100.00. Reimbursement for out-of-pocket expenses in excess of \$100.000 will require prior approval according to the procedures established by the Chairperson.

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Article IX  
Fiscal Year

The Fiscal Year of the organization shall be the calendar year.

Article X  
Non-profit and Non-partisan

The Shorewood Business Improvement District shall be non-profit, non-partisan and non-sectarian and shall take no part in or lead its influence, facilities, either directly or indirectly, to the nomination, election, or appointment of any candidate for public office in the Village, County, State, or Nation.

**Article XI**  
**BID Address**

**The address of the BID office is:**

**Village of Shorewood**  
**3930 N. Murray Avenue,**  
**Shorewood, Wisconsin 53211**

Article XII  
Amendment of By-Laws

These bylaws may be amended to the extent not in conflict with Sec. 66.608 ~~1109~~ **1109** WI Statutes or the BID Plan, by an amendment adopted at two consecutive regular meetings of the **BID** Board. ~~Any other amendments may also be adopted by the Board of Trustees of the Village of Shorewood.~~

Article XIII  
Member and Officer Liability

No officer or member of the BID Board may be liable to members unless the officer of BID Board members has been determined to have acted in bad faith.

Article XIV  
Other organizations

The BID shall be a separate entity from any other organization.

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<sup>i</sup> This section amended at the March 15th, 2006 board meeting.

<sup>ii</sup> This section amended at the March 21<sup>st</sup>, 2007 board meeting.

**April 18, 2018**

**School District Linkage & BID meeting**

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The School Board invited the BID and local realtors, as stakeholders of the Village of Shorewood, to a Linkage as a means of fostering two-way communication and an opportunity for the school district to share and get feedback on board work as well as to hear questions and concerns from stakeholders. The focus of this meeting is for gathering feedback on the Facilities Master Planning.

BID questions/comments:

1. Are any improvements identified in the High School master plan for the front lawn? When Capitol Drive was in the design phase in 2009, there were concepts of a public plaza at Capitol and Oakland. The concern was having the public on school grounds. UW-Milwaukee did a semester-long analysis of Capitol Drive west of Oakland Avenue, showing concepts for potential improvements of the front lawn.
2. Discuss ground maintenance. Since two of the schools are located along the commercial district, ground maintenance is important to the BID.
3. Any plans in expanding parking at any of the schools? The BID is aware that businesses occasionally reach out to the school about paying to use the lots outside of school hours.
4. Partnership topics: Are there any courses (marketing, careers, cooking) that can benefit from additional school-business partnerships? Improved event partnerships? Could food businesses vendor at certain district events?

Realtors have provided the following questions to the school district:

1. What flexibility is there in switching between elementary schools, or remaining at the same school, when a family moves within the district?
2. Are there any planned initiatives for physical updates to the schools?
3. Is there any collaboration that occurs between Shorewood and the other North Shore schools?

I. BUSINESS/DEVELOPMENT

- 3/16 letter of intent submitted for existing occupied business space along Capitol Dr
- 3/29 strong lead for last vacancy in Mosaic mixed-use building 4175 Oakland
- Renderings submitted for Hayek building
- Verizon started work in old Subway space at 4007 Oakland
- 4/13 meeting with 4001 Oakland property manager and restaurateur
- Chiropractic office looking for home in Shorewood. Ideally within vacant space next to City Market
- Pinnacle bike repair shop opened 4026 Wilson (no occupancy application received)

II. OTHER

- Ordered 5 feather banners for Oakland Shop Walk and future events.
- Village Board meeting 4/16 for Special Event Permit & Cabaret Permit. BID including block party in Special Event Permit for bike race.
- 4/12 meeting with Three Lions as follow up Shorewood Shenanigans, Bike Race and Feast on Oakland.
- Update at meeting on liquor license discussions at Village
- 4/13 director offered to survey business owners that wanted to come to Shorewood but couldn't find match and report back to CDA.
- Local farms produce delivery on Saturday's at Northwoods parking lot. BID decided not to promote at this time.
- Marketing Advisory & Leadership meetings was informed of 1-minute promo videos. BID also needs to look into.
- BID approved to use Issuu account with Village if want better, readable electronic reporting

III. MARKETING

- Historical Society and River Park art installation and BID director suggestion of small food/bev at bus stop area. Shared with Village Manager and Planner.
- Requested use of High School new LED message board sign for events.
- 4/24 BID Marketing committee meeting scheduled. Discussion ideas:
  - i. Quarterly shop/walk promos
  - ii. Bring back shop/stop/restore with WinterFest
  - iii. Food, Beverage and Beauty, Health & Wellness brochures
  - iv. Feast on Oakland
  - v. Marketing plan
- Marketing Advisory Committee meeting 4/4: committee will brainstorm new tagline, creating 3 viable options to poll community. Saw first 1-minute video high school did about biking. Support walking audible tours.



#### IV. SPONSORSHIP UPDATES BIKE RACE

Have \$8300 in commitments, with co-title sponsor Lake Bluff Dental; Three Lions sponsoring JumboTron and received several Bronze commitments.

#### V. UPCOMING EVENTS

- **April 19** Business Open House- quarterly retail promos
- **June 2** Summer Saturday's @ Wood Square
- **June 28** Bike race
- **CHANGED DATE FOR FEAST ON OAKLAND TO 9/15**

#### VI. FAÇADE GRANT STATUS

- PENDING. Stone Creek partial application forms received. Application almost completed
- APPROVED. Reviewing application for Blue's Egg façade

#### VII. BUSINESS LOAN PROGRAM

- Inquiry from Hayek building developer

*Ericka Lang*