



MEETING MINUTES
Business Improvement District Board of Directors Meeting
3930 N. Murray Ave.

Wednesday March 21, 2018

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 below the text "Recorded by,".

Ericka Lang
Business Improvement District Executive Director