



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

Business Improvement District Board of Directors Meeting

3930 N. Murray Ave.

Village Hall – second floor

Wednesday June 20, 2018 8:30 A.M.

- 1. Call to order.**
- 2. Approval of May 16, 2018 meeting minutes and June 4, 2018 minutes.**
- 3. Financial Report.**
- 4. Bike Race Updates.**
- 5. Create nomination committee for vacant BID position.**
- 6. Marketing Report.**
 - a. Recap June 2 Summer Saturdays**
 - b. Feast on Oakland**
 - c. Draft July newsletter content**
 - d. Other**
- 7. Executive Director's Report.**
- 8. Adjournment.**

Dated June 13, 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.

Wednesday May 16, 2018

DRAFT

1. Call to order.

Meeting called to order at 8:35 a.m.

Members present: Karen Dean, Elif Sen, Rebecca Reinhardt, Chair Mike O'Brien, Jake Bresette, Stephanie Sherman, and Anne Herrison-LePlae

Members absent: Scott Schwebel, Caroline Krietlow, Andrew McCabe, Rachel Carter, Kyle Feerick and Pat Algiers

Others present: BID Executive Director Ericka Lang, Marketing Coordinator Sarah DeNeve; Julia from Shorewood Animal Hospital, Russel from Family Pharmacy, Shannon Weber from North Shore Bank. Sheila Long from MalamaDoe, Ned Brookes from Acacia Dental.

2. Approval of April 18, 2018 meeting minutes.

Dean moved to approve, seconded by Reinhardt. Unanimous approval.

3. Financial Report.

Lang reviewed expenditures and income over the last month.

4. Consider BID by-law amendments. Meeting 2

Lang reviewed amendments from the previous meeting. Key changes include: allowing affiliate members to be on the board and adding number of board members.

Reinhardt moved to approve the amended BID by-law as presented, seconded by Sherman. Passes unanimously.

5. Consider nomination of new BID board member.

At the April board meeting an item on the agenda included creating a nominating committee to fill the vacated board seat. Members agreed to forego this process for this vacancy, agreeing to nominate Shorewood resident Arthur Ircink who has been volunteering on the BID's marketing committee for the past year and spending time developing the new Feast on Oakland event scheduled later this year. His background, as the Wisconsin Foodie owner/producer and Edible Milwaukee magazine editor-in-chief, brings food experience that the BID board is seeking. Mr. Ircink is a BID affiliate members.

Sherman moved to approve Arthur Ircink as a BID Board of Directors member, seconded by Bresette. Vote unanimous. Lang will request the Village to place his appointment on the next Village Board meeting agenda.

6. Farmer's Market and BID partnership options.

The Farmer's Market Board provided the BID with several options to partner with them for the 2018 season. Members agreed the first option that includes discounted ad radio spots is both economical and highly beneficial to the business district. Members agreed to the BID's commitment of \$1440 for 112 spots ran June through October, which also includes the BID logo on marketing materials. Ad needs to fully say Shorewood Business Improvement District.

7. Bike Race Updates

Lang reviewed various items. Members agreed not to have a sponsor hospitality tent this year, reflecting on past years tent attendance. Agreed to have a photographer present for last part of race for pictures focusing on the businesses. Some suggested intern or if photo club at high school. Will look into other options for next year given limited amount of time left to event.

Board agreed to allow outside food-only vendors. It was suggested to reach out to Milwaukee Commercial Kitchen. Also discussed if BID should charge fees, typical of these types of events.

Also discussed how to get service-type businesses along route more involved this year.

8. Marketing Report.

- a. Draft June newsletter content**
- b. Draft marketing plan**
- c. Other**

Lang and DeNeve reviewed June 2nd Summer Saturday's event and vendors. Each summer Saturday event has a different theme. June is Father's Day, July pets, and August back-to-school.

Discussed organizing business networking event. Members agreed past events have been hit-or-miss. traction. Timing is an issue for many owners and interest in topic. Could have in the morning. Also discussed having a panel forum and doing twice a year. Speakers could be outside of Shorewood. The board agreed to lessen frequency to twice a year and making a bigger event.

9. Executive Director's Report.

Lang reviewed business inquiries, Verizon and Source Point Counseling new business openings; liquor license status; May 23rd Janes Walk the BID director is leading through the Congress for New Urbanism; Cloud Red's new rear patio; partnership with 100 Days of MKE biking events beginning in June.

10. Adjournment.

Adjourned at 9:49 a.m.

Recorded by,

BID Executive Director Ericka Lang

Shorewood Business Improvement District

Balance Sheet Detail

As of June 18, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
ASSETS									48,915.60
Current Assets									48,915.60
Checking/Savings									108,724.82
Cash Accounts									108,719.11
Checking - North Shore									87,059.29
Deposit	05/02/2018			Deposit		X	Fee Assessment	3,560.08	90,619.37
Payment	05/02/2018	2928	Allstate Insurance			X	Accounts Recei...	750.00	91,369.37
Payment	05/02/2018	029156	Village of Shorewood			X	Accounts Recei...	1,275.00	92,644.37
Check	05/02/2018		Facebook	Spring Shop ...		X	Seasonal Shop...	-50.00	92,594.37
Check	05/07/2018		Google.com	gmail domain J...		X	Web Hosting & ...	-20.00	92,574.37
Check	05/08/2018	2802	alphagraphics	#112099		X	Other Marketing	-791.25	91,783.12
Check	05/08/2018	2803	Shorewood Press	22915		X	Other Marketing...	-155.00	91,628.12
Check	05/08/2018	2804	Ericka Lang	BID ED salary		X	-SPLIT-	-4,020.00	87,608.12
Check	05/08/2018	2805	Sarah DeNeve	invoice Apr 12...		X	Director Fees	-2,333.34	85,274.78
Check	05/08/2018		Constant Contact			X	Dues and Subs...	-45.00	85,229.78
Check	05/17/2018		Network Solutions	web hosting		X	Web Hosting & ...	-9.99	85,219.79
Deposit	05/19/2018			Deposit		X	Bike Race Reve...	350.00	85,569.79
Check	05/21/2018		USPS	Stamps -Jun 2 ...		X	Postage and De...	-10.00	85,559.79
Check	05/22/2018		ACE Hardware	supplies June 2		X	Office Supplies	-11.58	85,548.21
Deposit	05/22/2018			Deposit		X	Bike Race Reve...	600.00	86,148.21
Deposit	05/22/2018			Deposit		X	Bike Race Reve...	100.00	86,248.21
Deposit	05/22/2018			Deposit		X	Affiliate Member...	150.00	86,398.21
Deposit	05/22/2018			Deposit		X	Bike Race Reve...	100.00	86,498.21
Check	05/24/2018	2806	Jennifer Anderson	invoice for sum...			Shorewood Today	-1,500.00	84,998.21
Check	05/24/2018	2807	West Bend Mutual In...	Acct. 0110313...			Liability Insurance	-111.25	84,886.96
Check	05/24/2018	2808	Midwest Cycling Seri...	2018 bike race...			Bike Race	-3,080.00	81,806.96
Check	05/24/2018	2809	Shorewood Press	23068 23106			Other Marketing...	-198.00	81,608.96
Transfer	05/24/2018			Funds Transfer		X	MM - North Shore	-75,000.00	6,608.96
Check	06/01/2018	2810	alphagraphics	#112722 & 11...			Seasonal Events	-215.22	6,393.74
Check	06/04/2018		Harry's Bar & Grill	BID meeting			Meals	-120.53	6,273.21
Check	06/07/2018		USPS	Stamps -bike b...			Bike Race	-125.00	6,148.21
Check	06/09/2018		Amazon	18 Kids Roll ra...			Bike Race	-79.87	6,068.34
Payment	06/13/2018	6450	Goody Gourmet				Accounts Recei...	50.00	6,118.34
Payment	06/13/2018	6019	StreeTaco				Accounts Recei...	150.00	6,268.34
Deposit	06/13/2018			Deposit			-SPLIT-	550.00	6,818.34
Deposit	06/14/2018			Bike race- Pri...			Bike Race Reve...	100.00	6,918.34
Check	06/14/2018	2811	Cole R Heinrich	18 June Summ...			Seasonal Shop...	-400.00	6,518.34
Check	06/14/2018	2812	Midwest Cycling Seri...	2018 bike race...			Bike Race	-2,000.00	4,518.34
Check	06/14/2018	2813	Shorewood Press	bike race maili...			Bike Race	-335.00	4,183.34
Check	06/14/2018	2814	Ericka Lang	BID ED salary			BID Manageme...	-4,000.00	183.34
Check	06/14/2018	2815	Sarah DeNeve	invoice May 1...			Director Fees	-2,333.34	-2,150.00
Transfer	06/14/2018			Funds Transfer			MM - North Shore	7,000.00	4,850.00
Total Checking - North Shore								-82,209.29	4,850.00
Edward Jones MM									0.00
Total Edward Jones MM									0.00
MM - North Shore									21,659.82
Transfer	05/24/2018			Funds Transfer			Checking - Nort...	75,000.00	96,659.82
Transfer	06/14/2018			Funds Transfer			Checking - Nort...	-7,000.00	89,659.82
Total MM - North Shore								68,000.00	89,659.82
Cash Accounts - Other									0.00
Total Cash Accounts - Other									0.00
Total Cash Accounts								-14,209.29	94,509.82
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
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								-14,209.29	94,515.53

Shorewood Business Improvement District

Balance Sheet Detail

As of June 18, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Accounts Receivable									-60,409.22
Accounts Receivable									-60,409.22
Payment	05/02/2018	2928	Allstate Insurance				Checking - Nort...	-750.00	-61,159.22
Payment	05/02/2018	029156	Village of Shorewood				Checking - Nort...	-1,275.00	-62,434.22
Invoice	05/08/2018	62	StreeTaco				Affiliate Member...	150.00	-62,284.22
Invoice	06/09/2018	63	Max Welsh				Bike Race Reve...	100.00	-62,184.22
Invoice	06/09/2018	64	Edward Jone				Bike Race Reve...	250.00	-61,934.22
Invoice	06/09/2018	65	Goody Gourmet				Bike Race Reve...	50.00	-61,884.22
Invoice	06/09/2018	66	Culver's				Bike Race Reve...	350.00	-61,534.22
Invoice	06/09/2018	67	Little Sprouts				Bike Race Reve...	350.00	-61,184.22
Invoice	06/09/2018	68	Northwoods Web Sol...				Bike Race Reve...	600.00	-60,584.22
Invoice	06/09/2018	69	Harry's Bar & Grill				Bike Race Reve...	1,000.00	-59,584.22
Invoice	06/09/2018	70	The Mosaic				Bike Race Reve...	1,000.00	-58,584.22
Invoice	06/09/2018	71	Lake Bluff Dental				Bike Race Reve...	3,500.00	-55,084.22
Invoice	06/09/2018	72	Corner Bakery				Bike Race Reve...	1,000.00	-54,084.22
Invoice	06/09/2018	73	Three Lions Pub				Bike Race Reve...	1,000.00	-53,084.22
Payment	06/13/2018	6450	Goody Gourmet				Checking - Nort...	-50.00	-53,134.22
Payment	06/13/2018	6019	StreeTaco				Checking - Nort...	-150.00	-53,284.22
Invoice	06/14/2018	74	Camp Bar				Bike Race Reve...	200.00	-53,084.22
Total Accounts Receivable								7,325.00	-53,084.22
Total Accounts Receivable								7,325.00	-53,084.22
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
Total Current Assets								-6,884.29	42,031.31
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
Other Assets									0.00
Logo Design Fees									0.00
Total Logo Design Fees									0.00
Logo Design Fees - Accum Amort									0.00
Total Logo Design Fees - Accum Amort									0.00
Total Other Assets									0.00
TOTAL ASSETS								-6,884.29	42,031.31
LIABILITIES & EQUITY									48,915.60
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

Shorewood Business Improvement District

Balance Sheet Detail

As of June 18, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance	
Unearned Rev - Facade Admin - Other									0.00	
Total Unearned Rev - Facade Admin - Other									0.00	
Total Unearned Rev - Facade Admin									0.00	
Temp Restricted Funds - Other									3,256.00	
Total Temp Restricted Funds - Other									3,256.00	
Total Temp Restricted Funds									-89,994.30	
Total Other Current Liabilities									-89,994.30	
Total Current Liabilities									-89,994.30	
Long Term Liabilities									0.00	
Total Long Term Liabilities									0.00	
Total Liabilities									-89,994.30	
Equity									138,909.90	
Opening Bal Equity									0.00	
Total Opening Bal Equity									0.00	
Retained Earnings									128,051.33	
Total Retained Earnings									128,051.33	
Net Income									10,858.57	
Total Net Income									3,974.28	
Total Equity									-6,884.29	
TOTAL LIABILITIES & EQUITY									-6,884.29	42,031.31

Shorewood Business Improvement District

Profit & Loss Detail

May 1 through June 18, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Ordinary Income/Expense									
Income									
Affiliate Membership									
Invoice	05/08/2018	62	StreeTaco				Accounts Recei...	150.00	150.00
Deposit	05/22/2018	1108	Jennifer Anderson	Affiliate Member			Checking - Nort...	150.00	300.00
Total Affiliate Membership								300.00	300.00
Bike Race Revenue									
Deposit	05/19/2018		North Shore Bank	Kids Roll 18			Checking - Nort...	350.00	350.00
Deposit	05/22/2018		Cloud Red	Bike 18 bronze			Checking - Nort...	600.00	950.00
Deposit	05/22/2018	1778	Coldwell Banker	Gail Ganley P...			Checking - Nort...	100.00	1,050.00
Deposit	05/22/2018	4229	Zen The Salon	PRIME			Checking - Nort...	100.00	1,150.00
Invoice	06/09/2018	63	Max Welsh	Primes 2018 bi...			Accounts Recei...	100.00	1,250.00
Invoice	06/09/2018	64	Edward Jone	Prime_Dasher...			Accounts Recei...	250.00	1,500.00
Invoice	06/09/2018	65	Goody Gourmet	Prime 2018 bik...			Accounts Recei...	50.00	1,550.00
Invoice	06/09/2018	66	Culver's	Kids Roll spon...			Accounts Recei...	350.00	1,900.00
Invoice	06/09/2018	67	Little Sprouts	Kids Roll SPO...			Accounts Recei...	350.00	2,250.00
Invoice	06/09/2018	68	Northwoods Web Sol...	Bronze sponso...			Accounts Recei...	600.00	2,850.00
Invoice	06/09/2018	69	Harry's Bar & Grill	Silver sponso ...			Accounts Recei...	1,000.00	3,850.00
Invoice	06/09/2018	70	The Mosaic	Silver Sponsor...			Accounts Recei...	1,000.00	4,850.00
Invoice	06/09/2018	71	Lake Bluff Dental	Title sponsor			Accounts Recei...	3,500.00	8,350.00
Invoice	06/09/2018	72	Corner Bakery	Silver Sponsor...			Accounts Recei...	1,000.00	9,350.00
Invoice	06/09/2018	73	Three Lions Pub	JumboTron bik...			Accounts Recei...	1,000.00	10,350.00
Deposit	06/13/2018	25251	Shorewood Animal H...	Primes			Checking - Nort...	500.00	10,850.00
Deposit	06/13/2018	2203	Cloud Red	Primes			Checking - Nort...	50.00	10,900.00
Deposit	06/14/2018	2704	Nana Asian Fusion	Bike race Primes			Checking - Nort...	100.00	11,000.00
Invoice	06/14/2018	74	Camp Bar	Bike Rac 18- d...			Accounts Recei...	200.00	11,200.00
Total Bike Race Revenue								11,200.00	11,200.00
Fee Assessment									
Deposit	05/02/2018	029156	Village of Shorewood	Assmt 2			Checking - Nort...	3,560.08	3,560.08
Total Fee Assessment								3,560.08	3,560.08
Total Income								15,060.08	15,060.08
Expense									
Administrative									
BID Management Fee									
Check	05/08/2018	2804	Erica Lang	Apr 15 to May1...			Checking - Nort...	4,000.00	4,000.00
Check	06/14/2018	2814	Erica Lang	May 15 to Jun...			Checking - Nort...	4,000.00	8,000.00
Total BID Management Fee								8,000.00	8,000.00
Dues and Subscriptions									
Check	05/08/2018		Constant Contact	Constant Cont...			Checking - Nort...	45.00	45.00
Total Dues and Subscriptions								45.00	45.00
Liability Insurance									
Check	05/24/2018	2807	West Bend Mutual In...	quarterly paym...			Checking - Nort...	111.25	111.25
Total Liability Insurance								111.25	111.25
Meals									
Check	06/04/2018		Harry's Bar & Grill	BID meeting fo...	Holiday ev...		Checking - Nort...	120.53	120.53
Total Meals								120.53	120.53
Office Supplies									
Check	05/22/2018		ACE Hardware	Summer Sat v...			Checking - Nort...	11.58	11.58
Total Office Supplies								11.58	11.58
Postage and Delivery									
Check	05/21/2018		USPS	stamps			Checking - Nort...	10.00	10.00
Total Postage and Delivery								10.00	10.00
Seminars & Conferences									
Check	05/08/2018	2804	Erica Lang	VISIT Milwaukee			Checking - Nort...	20.00	20.00
Total Seminars & Conferences								20.00	20.00
Total Administrative								8,318.36	8,318.36
Marketing Director Programs									
Director Fees									
Check	05/08/2018	2805	Sarah DeNeve	April 12 -May 12			Checking - Nort...	2,333.34	2,333.34
Check	06/14/2018	2815	Sarah DeNeve	May 12 -June 12			Checking - Nort...	2,333.34	4,666.68
Total Director Fees								4,666.68	4,666.68
Other Marketing									
Check	05/08/2018	2802	alphagraphics	5 feather bann...			Checking - Nort...	791.25	791.25
Total Other Marketing								791.25	791.25

Shorewood Business Improvement District

Profit & Loss Detail

May 1 through June 18, 2018

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Other Marketing Printing									
Check	05/08/2018	2803	Shorewood Press	letterhead & ev...			Checking - Nort...	155.00	155.00
Check	05/24/2018	2809	Shorewood Press	event poster & ...			Checking - Nort...	198.00	353.00
Total Other Marketing Printing								353.00	353.00
Seasonal Shopping Events									
Check	05/02/2018		Facebook	Spring Shop ...			Checking - Nort...	50.00	50.00
Check	06/14/2018	2811	Cole R Heinrich	Summer Satur...			Checking - Nort...	400.00	450.00
Total Seasonal Shopping Events								450.00	450.00
Shorewood Today									
Check	05/24/2018	2806	Jennifer Anderson	copywriting for ...			Checking - Nort...	1,500.00	1,500.00
Total Shorewood Today								1,500.00	1,500.00
Web Hosting & Updating									
Check	05/07/2018		Google.com	gmail domain			Checking - Nort...	20.00	20.00
Check	05/17/2018		Network Solutions	website hosting			Checking - Nort...	9.99	29.99
Total Web Hosting & Updating								29.99	29.99
Total Marketing Director Programs								7,790.92	7,790.92
Other Marketing & Communication									
Bike Race									
Check	05/24/2018	2808	Midwest Cycling Seri...	race installmen...	TOAD		Checking - Nort...	3,080.00	3,080.00
Check	06/07/2018		USPS	Bike bus ltrs			Checking - Nort...	125.00	3,205.00
Check	06/09/2018		Amazon	Kids Roll race #s			Checking - Nort...	79.87	3,284.87
Check	06/14/2018	2812	Midwest Cycling Seri...	Bike Race jum...	TOAD		Checking - Nort...	2,000.00	5,284.87
Check	06/14/2018	2813	Shorewood Press	bike business l...			Checking - Nort...	335.00	5,619.87
Total Bike Race								5,619.87	5,619.87
Seasonal Events									
Check	06/01/2018	2810	alphagraphics	Summer Satur...			Checking - Nort...	215.22	215.22
Total Seasonal Events								215.22	215.22
Total Other Marketing & Communication								5,835.09	5,835.09
Total Expense								21,944.37	21,944.37
Net Ordinary Income								-6,884.29	-6,884.29
Net Income								-6,884.29	-6,884.29

1. Budget Update

2018 Bike Race Budgeted INCOME is \$15,000. To date, non-prime sponsors total \$15,950 with an additional \$1000 in Primes. Expenses to date is

Bike Race	
Race fees	\$ 11,640
Grand Finale Ad	\$ 500
Printing posters, flyers, letters	\$ 150
Shepard Express half page	\$ 600
Shorewood Today Ad	\$ 200
Other (maybe 1100 barricades/Wi Gaz)	\$ 1,875
Mailing to residents/Businesses	\$ 300
Jumbotron	\$ 2,500
	\$ 17,765
	<i>Round up</i> \$ 18,000

2018	Expenses
John O'Hara Photography	400
JumboTron	2000
Race stickers	79.87
Mail letters postage 6/5	125
Printing 1st Bus Ltrs	335
TOAD	11640
88.9	144
Posters Print	98
Mail letters to residents EST	250
Print Res Ltrs EST	350
	15421.87

2. Marketing

- a. See Marketing Report for SM marketing
- b. Posters distributed plus Kids Roll smaller flyer
- c. Village Manager's Memo - 4 weeks in a row
- d. Press Release sent
- e. Shorewood Today Magazine
- f. 88Nine
\$44 per ad, June 26 - 27 6 spots, 3 spots daily (cut off at 6PM):
Support from 88Nine comes from your membership and The Village of Shorewood bringing the Gran Finale of Racing this [Thursday, June 28th] [tomorrow]. Amateur and Professional bike racers from Milwaukee and around the world compete. This family-friendly event features food, vendors and local merchants. More at FACEBOOK DOT COM SLASH SHOREWOOD DOWNTOWN.
- g. GranFinale via Lowlands- Facebook page and more

h. Tour of America's website and media coverage

3. Sponsorships

2018 sponsors	Level	Amount	Sponsors
Title Sponsor	\$7,000	3500	Lake Bluff Dental
Presenting Sponsor	\$5,000		
JumboTron	\$2,000	2000	Three Lions
Gold Sponsor	\$3,000		
Silver Sponsor	\$1,000	1000	Harry's
		1000	The Mosaic
		1000	Corner Bakery
Fixed Gear Sponsor	\$1,500		
Pace Car Sponsor	\$750	750	Allstate McCabe
		750	Draft & Vessel
Bronze Sponsor	\$600	600	Mary Wright
		600	Shorewood Family Chiropractor
		600	Cloud Red
		600	Blue's Egg
		600	Northwoods Web Solutions
Kids Roll Sponsor	\$350	350	North Shore Bank
		350	Little Sprouts Play Cafe
		350	Culvers
Dasherboards	\$250 ea	150	Edward Jones
		150	Kensington Liquor
		200	Camp
Tent		200	Blackbear Boutique
Tent		200	Crux Chiropractor
		14950	
Primes Sponsor	\$50-\$350	150	Nino's
		100	Max Welsh- 2 @ \$50
		100	Zen Salon
		100	Gail Ganley, Coldwell Banker
		100	2 \$50 Edward Jones
		50	Goody Gourmet
		350	Kensington Liquor
		50	Cloud Red
		500	Shorewood Animal Hospital
		50	Golden Rey Energy Center
		1000	

4. Outdoor Tents/Activities

TOAD Expo Area Tents

1. WI Bike Fed (official merchandiser of ToAD) – 10x20'
2. Kwik Trip – 10x10'
3. International Autos/BMW – 10x10' plus 2 cars
4. Bonk Breaker/Team Hollander – 10x10'
5. Klement's Sausage – 10x10'
6. Saputo Cheese – 10x10'
7. Rishi Tea – 10x10'
8. Body Mechanics – 10x10'
9. Habush Habush and Rottier – 10x10' near kids race registration. LOCATE NEXT TO BID
10. SmartChoice MRI – 10x10' plus van off course, but nearby
11. Shorewest Realtors – 10x10'
12. Journal Sentinel – 10x10'

BID Expo Area Tents

1. BID Tent- located in front of NSBank with PowerCycle- 2 bikes, water bottles
2. North Shore Bank kids roll registration 12-6
3. Blackbear Boutique sponsor, next to BID tent
4. Crux Chiropractor
5. Lake Bluff Dental- located on west side of Lake Bluff Blvd in intersection
6. Fyxation tent

Other Outdoor

1. Blue's Egg- emailed to confirm what outside 6/18 Ericka - regular service from 7am - 1pm inside.
 - a. 9am - outdoor bar serving canned, beer, wine, bottled water & sodas.
 - b. From 1-2 open second set of doors to create a more casual walk-in circumstance
 - c. 2pm "Maxie's Pop Up" serving Pulled Pork, Jambalaya, Veggie Jambalaya, Cornbread w/orange-honey butter, and Bourbon Chocolate Chip Cookies. This will be counter service in to-go containers. If guests want to sit down at one of our tables they can or they can take it with them. Our inside bar will offering full bar (wine, beer, na bev, & cocktails) in to-go containers and we will have cocktail servers working the floor inside.
2. Golden Rey Energy Center-offering free BEMER treatments to athletes with a simple zero gravity chair
3. Draft & Vessel-bar cart
4. StreeTaco cart- along D&V building
5. Max Welsh bbq trailer in front of D&V on street
6. Just Goods- face painter, coloring station & popsicles
7. Cloud Red- margarita's & sangrias
8. Thief Wine- wine outside
9. North Shore Bistro
10. Three Lions- block party

5. Volunteers

Deb Schwinn took over recruitment. Signup Genius LINK

<https://www.signupgenius.com/go/20f0f4bafae2aa3fd0-15th>

Need BID board volunteers to hand out brochures during the day and man the BID tent whenever possible so BID staff can move about.



Marketing Update – BID Board meeting – June 17, 2018

1. Constant Contact Emails 5/15 – 5/15

- 5/15 - Fathers Day Call for Specials; 32% Open Rate
- 5/29 – Last Chance for Criterium Sponsorship; 37.8% Open Rate
- 6/1 – June BID News; 34.8% Open Rate
- 6/5 – Criterium BID Business involvement; 39.8% Open Rate
- 6/13 - Call for July Specials; 33% Open Rate

2. Facebook reach 5/15 – 6/15

- Page views: 137 (up 15%)
- Page likes: 29 (up 480%)
- Page Reach: 12,618 (up 933%)

3. Facebook Posts 5/15 – 6/15

Published ▾	Post	Type	Targeting	Reach ⓘ	Engagement	Promote
06/07/2018 5:38 pm	 What Shorewood event are you most excited about this sum			506 	114 14 	Boost Post
06/06/2018 11:09 am	 Gearing up!			204 	5 5 	View Promotion
06/02/2018 1:52 pm	 First Summer Saturdays almost over. Love to see the young			303 	56 4 	Boost Post
06/02/2018 11:08 am	 Face painting by Alicia is here! Come on down to Wood Sq			208 	5 7 	Boost Post
06/02/2018 10:29 am	 There's music and already a line for coffee!!! Come on down			308 	27 15 	Boost Post
06/02/2018 10:03 am	 Get your tacos on! Summer Saturday starting now on Oakland			259 	12 7 	Boost Post
06/02/2018 9:26 am	 Come on out and get a haircut or neck clean-up from Luxe			302 	10 7 	Boost Post
06/01/2018 9:06 pm	 Still looking for something to do on what's supposed to be a			106 	0 0 	Boost Event
05/31/2018 3:29 pm	 This Saturday! On Oakland at Wood Pl in Shorewood! 10am			2K 	102 23 	Boost Post
05/29/2018 3:25 pm	 Don't forget to stop by this Saturday! Everyday this week we			127 	3 3 	Boost Event
05/28/2018 12:44 pm	 So exciting!!!!			212 	78 17 	Boost Post



4. June 2nd – 1st Summer Saturday- Father's Day Theme

Weather was terrible, but overall traffic wasn't awful. Had great feedback from those that attended, people very receptive to event. Overall positive feedback from vendors, they all understand it was the first one.

Vendors:

- StreeTaco cart
- Groom for Men- product
- E&M Candles
- Alonzo Artistry- etched glass
- Just Goods
- Joe Mama
- MissMashedup
- Luxe Salon product and hair service
- Cole Heinrich musician
- Coffee by Little Sprouts
- Face painting by Alicia



July 14th – 2nd Summer Saturday- Pet Theme

Vendors so far:

- Vanity Fur**, providing product and on site nail trimming
- Shorewood Animal Hospital**, providing on site micro chipping, dogs only
- Joe-Mama Creations**, selling dog themes products, dog bowls, dog related human drink ware
- Bentley's**, selling pet products
- Streetaco King**
- Little Sprouts Play Café Little Brew Bar**
- Cole Heinrich**

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. We have blocks for family/kids activities, food & beer vendors, a cultural stage and main stage and dining

6. July Newsletter

- New Business - In Yo Mama space
- Business Spotlight – Edgewood Tailor & Furrier
- BID Events & News – Summer Saturdays & Criterium
- Story idea of local business partnerships: Indulgence Chocolatiers



7. Shorewood Today, Summer Edition – Delivered June 1

FEATURE STORY	Criterion Celebrates 15 TH Year
NEWS	Shorewood Press Turns 25
BUSINESS SPOTLIGHT	Plenty of Proof for Orangetheory's Success;
OUT & ABOUT	Shorewood Shenanigans;
NEW BUSINESSES	Van Cleave, Pinnacle Bike Service, Verizon Wireless
EVENTS	June 2 nd , July 14 & Aug 11 Summer Saturday @ Wood Square; June 28th Bike Criterium;

Business Updates

- Hayek's 4007 Downer vacancy- weekly inquiries to owner; coffee, retail, restaurant type inquiries.
- Sendik's 4027 Oakland vacancy – strong interest from medical office for full space. July Plan Commission
- Fresinius at 1409 Capitol gone to other location: lease goes to Feb 2019
- Plan Commission June 26th Conditional Use Applications
 - Chiropractor at 2211 Capitol, next to Falbo's
 - Private 3K-6 bilingual school at 4114 Oakland-remove majority rear parking for outdoor play area; move bus stop to farside corner; loading zone 7:30-9:00 a.m. and 3:30 – 5:00 pm; current location in Edina, MN in dense, walkable neighborhood.
 - Massage business at 4601 Oakland #101
 - Dr. Noah's Ark veterinarian expansion at 4600 Wilson
 - Cycle fitness at 4521 Oakland

Promotional Updates

- Planning Fall Wholistic Event- only Shorewood health, wellness and fitness businesses, ideally at Atrium

Other Updates

- Website migrated from Network Solutions to GoDaddy June 14th.
- Ordering Sandwich Board
- RFP meeting for Shorewood Today magazine. Choose by August
- BID by-laws update
- Liquor license update