



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

**MEETING AGENDA**

**Business Improvement District Board of Directors Meeting  
3930 N. Murray Ave.  
Village Hall – second floor  
Wednesday February 20, 2019 8:30 A.M.**

- 1. Call to order.**
- 2. Approval of January 23, 2019 minutes.**
- 3. Update financial Report.**
- 4. School District Referendum presentation.**
- 5. Presentation by Amdur Productions for 2020 art fair proposal.**
- 6. Update on 2019 strategic initiatives and work groups.**
- 7. Executive Director's Report including marketing updates.**
  - a. Marketing coordinator RFQ update.**
  - b. Update Village Board discussion on programs addressing commercial vacancies.**

Dated February 14, 2019

*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 DRAFT**

**Business Improvement District Board of Directors Meeting  
January 23rd, 2019 8:30 A.M.**

**1. Call to order.**

Board members present: Chair Mike O'Brien, Vice Chair Caroline Kreitlow, Lisa Castagnozzi, Stephanie Sherman, Pat Algiers, Jake Bresette, Arthur Ircink, Tr. Ann Mckaig, Anne LePlae (8:58).

Also present: BID Executive Director Ericka Lang, Shannon Weber, Dr. Ashley Anne and Mike Kelly

Board members absent: Becky Reinhardt, Elif Sen, Rachel Carter, Andrew McCabe, Adrienne Shea, Dr. Ned Brookes.

**2. Approval of Nov 28 and Dec 19, 2018 minutes.**

Sherman moved to approve both minutes, seconded by Kreitlow. Passes unanimously.

**3. Consider Quarter 4 Financial Report.**

Kreitlow moved to approve the fourth quarter financial report, seconded by Algiers. Passes unanimously.

**4. Review and consider strategic plan 2019 priorities.**

O'Brien suggested holding a separate meeting for this item to devote the proper amount of time needed to establish and understand 2019 key strategies. The items with three or more votes were recited.

McKaig moved to defer the discussion of this item and to schedule a special meeting. It was suggested to have someone facilitate and to understand larger role and mission before identifying tasks. Sherman seconded. Passes unanimously to defer.

The meeting is scheduled Wed February 6th, 7pm - 9pm - location to be confirmed.

**5. Discuss and consider BID workgroups, proposed work plans and annual planner.**

Lang provided an annual calendar and new and proposed work group descriptions. The board had consensus of proposed committees and work groups and all signed up for one or more. Lang will schedule initial meetings for all groups.

**6. Consider marketing services for 2019 and Request for Qualifications proposal.**

Lang reviewed the RFQ, similar to the 2017 RFQ. Ircink, Kreitlow, Algiers and Castagnozzi volunteered to review submissions and identify top candidates to interview.

The RFQ will be posted in the following places: Linked In, BID website and Facebook, Big Shoes marketing site, a nonprofit job site, email to all business owners, the Village of Shorewood, and other key places pending cost review.

McKaig moved to go forward with the Request for Qualifications as discussed, seconded by Krietlow. Passes unanimously to post position.

**7. Executive Director's Report including marketing updates.**

Lang reviewed both reports. It was suggested to add the facade and loan program information to all of the BIDs publications to get the word out. Lang continues to work on connecting with outside resources (WWBIC, MEDC) to add to the recruitment portfolio.

Members discussed Shorewood Shenanigans events and how to cover event costs.

Dr. Ashley Anne was introduced. She is an Integrative Lifestyle Doctor and a Shorewood resident with an online business Lotus Healing and applied for an affiliate BID membership.

The board asked Mike Kelly, Shorewood commercial property owner, to provide perspective on the local commercial environment. He emphasizes local businesses with his properties and takes a proactive approach. He recognizes that the BID [and village] have done a lot for businesses. The toughest challenge is commercial property owners that are successful without community consideration.

The meeting was adjourned at 9:59 a.m.

Recorded by,

BID Executive Director Ericka Lang

## Shorewood Business Improvement District

## Balance Sheet

02/16/19

As of February 16, 2019

Accrual Basis

	<u>Feb 16, 19</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Checking	3,231.75
Facade Improvement fund	5.71
Savings	28,863.75
<b>Total Checking/Savings</b>	<u>32,101.21</u>
<b>Accounts Receivable</b>	
Accounts Receivable	120,205.65
<b>Total Accounts Receivable</b>	<u>120,205.65</u>
<b>Other Current Assets</b>	
Undeposited Funds	545.00
<b>Total Other Current Assets</b>	<u>545.00</u>
<b>Total Current Assets</b>	<u>152,851.86</u>
<b>TOTAL ASSETS</b>	<b><u>152,851.86</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
Accounts Payable	2,000.00
<b>Total Accounts Payable</b>	<u>2,000.00</u>
<b>Other Current Liabilities</b>	
<b>Temp Restricted Funds</b>	
Facade Program Funds	
Facade Program Disbursements	-948,715.91
Int - Facade Program Fd	30,455.61
Facade Program Funds - Other	825,010.00
<b>Total Facade Program Funds</b>	<u>-93,250.30</u>
Temp Restricted Funds - Other	3,256.00
<b>Total Temp Restricted Funds</b>	<u>-89,994.30</u>
<b>Total Other Current Liabilities</b>	<u>-89,994.30</u>
<b>Total Current Liabilities</b>	<u>-87,994.30</u>
<b>Total Liabilities</b>	<u>-87,994.30</u>
<b>Equity</b>	
Retained Earnings	131,455.59
Net Income	109,390.57
<b>Total Equity</b>	<u>240,846.16</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>152,851.86</u></b>

11:25 AM

02/16/19

Accrual Basis

**Shorewood Business Improvement District**  
**Profit & Loss by Class**  
**January 2019**

	Admin	Shenanigans 19	TOAD 19	WinterFest 18	TOTAL
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
<b>Fee Assessment</b>	114,455.65	0.00	0.00	0.00	114,455.65
<b>Sponsorship Revenue</b>	0.00	500.00	250.00	0.00	750.00
<b>Total Income</b>	114,455.65	500.00	250.00	0.00	115,205.65
<b>Expense</b>					
<b>Administrative</b>					
<b>BID Management Fee</b>	2,000.00	0.00	0.00	0.00	2,000.00
<b>Dues and Subscriptions</b>	84.98	0.00	0.00	0.00	84.98
<b>Office Supplies</b>	50.00	0.00	0.00	0.00	50.00
<b>Total Administrative</b>	2,134.98	0.00	0.00	0.00	2,134.98
<b>Advertising</b>	80.00	0.00	0.00	54.81	134.81
<b>Marketing Director Programs</b>					
<b>Director Fees</b>	583.34	0.00	0.00	0.00	583.34
<b>Total Marketing Director Programs</b>	583.34	0.00	0.00	0.00	583.34
<b>Total Expense</b>	2,798.32	0.00	0.00	54.81	2,853.13
<b>Net Ordinary Income</b>	111,657.33	500.00	250.00	-54.81	112,352.52
<b>Net Income</b>	<b>111,657.33</b>	<b>500.00</b>	<b>250.00</b>	<b>-54.81</b>	<b>112,352.52</b>

## Marketing Update – BID Board meeting – Feb 15, 2019



### 1. Constant Contact

	<u>2/16/19</u>	1/16/19		12/15/18	
Total Subscribers	2063				
New subscribers	13	4		30	
Added by BID ED	6		0		24
Website	0		1		0
Other	7		3		6
Unsubscribed	4	10		13	

#### Feb Newsletter/Valentine's Day Focus

Total Sent:	1380	
Open Rate:	38.3% (510)	381 Original email, 137 Resend email
Click Through Rate:	7.1% (36)	27 Original email, 9 Resend email
Unsubscribed	1	

Time Sent	Campaign Name	Total Sent	Open Rate	Total Unique Opens	Mobile Open Rate	Desktop Open Rate	Click Through Rate	Total Unique Clicks
2019/01/31,	February Newsletter 2019	1380	38.30%	510	38.50%	61.50%	7.10%	36
2019/01/31,	Shenanigans 19 sponsor Last Call	281	36.90%	100	34.50%	65.50%	6.00%	6
2019/01/19,	February Specials 2019	279	33.30%	91	35.90%	64.10%	0.00%	0
2019/01/17,	BID Board Meeting Jan 23, 2019 Materials Ready	308	36.00%	109	34.00%	66.00%	21.10%	23
2019/01/17,	Shenanigans 19 sponsor	289	45.90%	130	32.40%	67.60%	0.00%	0
2019/01/15,	BID Board Meeting Jan 23, 2019	309	38.80%	118	34.60%	65.40%	0.00%	0

### 2. Instagram Posts

	<u>2/16/19</u>	<u>1/16/19</u>
Posts	113	111
Followers	385	370
Following	538	534
Post Items	City Market Vegan Menu Shorewood Shenanigans	WinterFest-Santa WinterFest -rescheduled (2x)

### 3. Facebook reach Jan 15-Feb 15

	<u>Feb 15</u>	<u>Jan 15</u>	<u>Dec 15</u>
Total Page Likes ( <i>accumulative</i> )	1426	1,416	1,397
Page views:	160	109	175
Page likes:	12	7	17
Post Reach:	7,483	1,928	6,967
Posts	11	8	27(Shop Local)

Shenanigans: Facebook Spend \$150

Added 9 bars/restaurants as event co-hosts. 7 accepted.

Post Reached

17,000

Responses

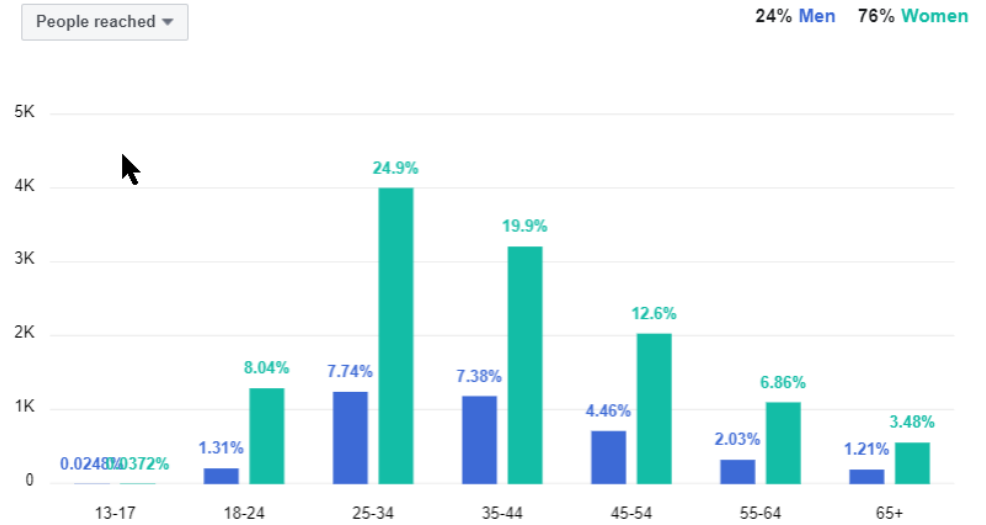
706

People Going

70

Interested

636



**4. Facebook Posts**

Published	Post	Reach <i>i</i>	Engagement
02/12/2019 11:17 AM	To Achieve in business, partnerships are the Crux of success!	840	16%
02/10/2019 9:58 AM	Shorewood Business Improvement District shared a post.	215	9%
02/05/2019 11:50 AM	Another great video showcasing Shorewood. Check it out!	479	5%
02/05/2019 11:26 AM	Valentines Day 5 Course Dinner	89	3%
01/28/2019 12:44 PM	Shorewood Business Improvement District shared a post.	395	4%
01/26/2019 3:31 PM	The Shorewood Business Improvement District seeks for	1.2K	6%
01/25/2019 5:38 PM	The Shorewood BID is seeking a part-time marketing coordinator to	750	7%

01/23/2019 2:29 PM		Come and share in the celebration and learn a bit out what Dr. Kristen	317		4%	
01/22/2019 8:47 PM		Great advice from a great Shorewood business.	270		0.741%	
01/21/2019 9:34 AM		Cozy up at Camp and meet your neighbor!	262		4%	
01/21/2019 9:29 AM		Way to represent, Dr. Griffen!	389		8%	





# MARKETING PLAN 2019

## TELEVISION PROMO

Schedule promotion with  
**Fox 6 Roving Reporter Brian Krampton**  
to take place Friday 3/15

## PRINT MEDIA PROMO

**SHOREWOOD TODAY MAGAZINE (FREE)**

## WEB PROMO

### ONMILWAUKEE.COM

Tentative MEDIA PARTNER  
(Jeff Sherman contact)

Onmilwaukee would be on poster if partner!

### FACEBOOK POSTS + INSTAGRAM

Boost each vendor sponsor featured post (\$5)

### INSTAGRAM PROMOTION

- 1) POST A PICTURE OF YOURSELF WEARING THE SHENANIGANS TSHIRT
- 2) TAG SHOREWOOD BID  
& GET 1 FREE ENTRY into the raffle for \$50 in Shorewood business gift certificates

### VILLAGE MANAGERS MEMO

(include tshirt sale info)  
2/18, 3/7, 3/14

## RADIO PROMO

### 106.9 RADIO AD

3 Lions has payed ads on 106.9 - (will say bid event)

### 88.9 RADIO AD

\$250 level / week before event (from BID)

## POSTERS & DIGITAL SIGNAGE PROMO

### EVENT POSTERS

50 tabloid posters week of Feb25

3 Large format prints 3'X4'

(Get quote on 36"x48" large format prints of posters from shorewood press and digicopy)

### SHS LIGHT SIGN

SHOREWOOD SHENANIGANS + DATE

apply with district and create graphic

## GENERAL

### PRESS RELEASE

-release 1-2 weeks prior to event

-update last years release + rewrite copy

-send to \_\_\_\_\_

## EVENT DAY MATERIALS

### STAGE BANNER

2'x6' vinyl Michael O'Brien Edward Jones Presents

### PASSPORTS (500)

(Like Nomad 2006 World Cup passports)

### COVER

(light green leather print with logo embossed + event date / card stock)

### SPONSOR PAGE

event description

### SCHEDULE

block party + elsewhere

### SHUTTLE MAP

STOPS (3 per page)

STOPS (3 per page)

STOPS (3 per page)

### STAMP PAGE (perforated)

perforated last page to rip out and enter raffle after 3 stamps

### STAMPS

14 self inking stamps ordered from Vistaprint

---

*Shorewood Business Improvement District  
Executive Directors Report  
February 16, 2019*

---



### **New Business:**

Lotus Healing, affiliate member. Dr. Ashley Ann. Met with Ashley 2/14 to welcome to BID and discussed ideas for marketing Shorewood as destination for health, wellness and fitness. Dr. Ann is providing Facebook and Social Media spotlight materials.

### **Business Incentive Loan Program**

- Awaiting review by village underwriter for pastry shop/café in old Hayek's building at 4001 N. Downer to see if will be put on March 1 CDA meeting.

### **Business & Development Updates**

- Tour of commercial spaces 3575 N. Oakland
- Updates on North Shore Bank parcel, 4414 Oakland
- Meeting with retail business on advantages of clustering
- Assisting two business relocation efforts
- Next steps about addressing long term commercial vacancies

### **CDA Meeting Feb 1**

- For the Parking and Traffic RFP, the CDA does not know what their contribution will be. The RFP needs to come back to the CDA with an amount. Members questioned the appropriate contribution to the study, agreeing that the amount should be in proportion to the commercial district area and impact.
- Discussed village presidents meeting with developer, interested in North Shore Bank parcel.
- Discussed forthcoming business loan application.

### **Events**

- Update on additional Shenanigan permits for BID beer tent and Brat House extension of premise from 2/19 village board meeting
- Distributed Shenanigan T-Shirts at: Three Lions, Milwaukee Brat House, Draft & Vessel and Just Goods.
- [www.shorewoodfeast.com](http://www.shorewoodfeast.com) domain purchased

### **Website Update**

- Google Analytics set
- MailChimp set to launch with new website

### **Branding\_Marketing**

- 3 BID brochures are being updated, due by March
- Bike race sponsorship forms available by 2/22

### **Miscellaneous**

- Attended Shorewood Partnership meeting with School District. Asked if could participate in Capstone Project on Apr 16. BID director suggests Pole Banners as project.
  - Meeting with DPW director about events, wayfinding sign location options and pole banner project.
  - Marketing Advisory Committee moving forward with **#WalkShorewood** in May. Get community to post video or photos of walks in Shorewood ending with video on shoes. Goal is for increasing pride in community. Reaching out to local influencers to start and tag/challenge others.
-