



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

Business Improvement District Board of Directors Meeting January 23rd, 2019

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,

Ericka Lang

BID Executive Director Ericka Lang