



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

## **MEETING MINUTES**

### **Business Improvement District Board of Directors Meeting Wednesday March 20, 2019**

#### **1. Call to order.**

The meeting was called to order at 8:33 a.m.

Members present:

Adrienne Shea, Becky Reinhardt, Arthur Ircink, Andrew McCabe, Tr. Ann McCullough, Stephanie Sherman, Jake Bressette, Pres. Mike O'Brien. Ned Brookes (arrived 8:50). Sherman left at 9:07.

Members absent: Caroline Kreitlow, Pat Algiers, Lisa Castagnozzi, and Rachel Carter.

Sherry from Shorewood Animal Hospital and Village Clerk Sara Bruckman also present.

#### **2. Approval of February 20, 2019 minutes.**

Reinhardt moved to approve, seconded by Ircink. Passes unanimously.

#### **3. Financial Report.**

Lang reported expenditures mostly for Shenanigans event.

#### **4. Executive Director's Report**

##### **a. Bike race update**

##### **b. Other**

Lang noted an uptick in discussions with interested businesses and business expansion ideas.

Lang requested consensus from the board about the upcoming bike race event boundaries, proposing that Three Lions submit separate materials to the village for a block party in the 4500 Oakland block. Activities in the block party have always been planned and programmed by Three Lions. With increased requirements for special event approvals by the village, separate permits would remove liability of the BID for activities in the 4500 block. Lang noted she will reach out to Three Lions Pub following the meeting. The BID board supported the executive directors request.

Lang updated members about a proposed mural project on the north facade of the 3970 N. Oakland Ave building, an idea initiated at the marketing advisory committee with the village partners nearly a year ago. The Shorewood public arts committee was recently contacted. A mural in the business district would have a positive impact on the district, especially on the particular facade and location. Board members asked for more information as this project progresses.

**5. Update Shenanigans Event & Marketing Report.**

Lang and other board members gave feedback on the Shenanigans event. It was a good turnout, but less younger children seen this year most likely due to the cold and windy weather- last years weather was much warmer. People were moving about Oakland Avenue, supporting all the participating businesses.

Lang is getting input from the vendors, businesses, and other stakeholders involved to review when it comes time to discuss a 2020 event. The marketing implementation plan was also provided to show what staff did to promote the event. A full event budget report will be available at the April BID meeting.

**6. Discussion and possible recommendation for proposed 2020 art fair.**

O'Brien summarized discussions from the last BID meeting when Amdur Productions presented. Village Clerk Sara Bruckman requested a letter from the BID board to the Village Board noting the boards stance after today's meeting. Bruckman noted it is a weekend event with road closures beginning the Thursday before. A date has not been chosen by Amdur Productions, but they do not wish to conflict with any existing village events.

Overall the board is not against this type of event. O'Brien stated a concern about resident and business fatigue with closing streets and competition for local business sponsorships if the event organizers seek local support. There could be a negative impact on the BID if this event is inadvertently identified/perceived as a BID event. Amdur proposed the northern half of the 4400 Oakland block for the fair. Members gave other location examples in the community that may be just as ideal.

The BID board agreed a need to protect existing events and existing support for those events. Members discussed parameters to relay to the Village Board.

**7. Update marketing coordinator position.**

Lang went through the interview process. The BID has been without a marketing coordinator since mid-December. Seventeen resumes were submitted and the interview committee extended invitations to four and invited two candidates back for second interviews. Lang requested a BID meeting March 22nd to review a contract for scope of services. A meeting is scheduled that day at 3:30 PM at

village hall.

**8. Create BID board nomination committee.**

O'Brien stated that he, the village manager, village president and BID executive director met yesterday to discuss BID board member terms. A 1982 village board resolution has language that limits village committee members to two full terms or nine years. [The BID was created in 1999 and the BID by-laws do not limit the number of terms served]. Village President Allison Rozek is applying the 1982 resolution language to all village committees, commissions and boards. The resolution was not applied to the BID board prior to 2018. The BID board contends that Wisconsin BIDs act as independent boards with authority to execute its operational plans.

Existing BID Board Member Elif Sen put in her resignation effective March 18th and Member Rachel Carter effective May this year. BID Board member Pat Algiers term expires May 31, 2019 and is no longer eligible for re-appointment based on application of the 1982 resolution. Three additional board member terms expire in 2020 and 2021; however, the village president is requiring removal as their time on the board exceeds nine years. This leaves six board vacancies as of June 1, 2019.

O'Brien noted that removal of three board members prior to their existing terms is detrimental to the board as it is a great loss of institutional knowledge. The remaining board members were appointed in 2017 and 2018 with the exception of one, leaving a very young board. As pertaining to the members whose terms are not up but who have served more than nine years, O'Brien requested that removals be staggered.

Lang reviewed the past process for filling board vacancies. The village has the BID on their volunteer application and the BID and village clerk will share all applications received. The BID will also do outreach with recommendations at the April BID Board meeting. Ms. Bruckman noted that confirmations happen by the village board and all applications are discussed by the Judicial, Licensing and Personnel village board committee first. Appointments will be made at the May 20th village board meeting.

Members discussed establishing a transition committee and a process for board development. The outreach committee will begin immediately on recruitment efforts. BID members leaving were encouraged to stay on one of the committees for a time period to help onboard new members.

Bruckman noted a postcard is going out to all households about volunteering for committees.

Members questioned the BIDs access to the village attorney and noted a need to

understand the continued loss of authority and independence.

BID board members are encouraged to attend the April JPL and village board meetings with BID board nominations.

Lang noted that the village president will be notified of the BID boards recommendations prior to being on the April BID board meeting agenda.

**9. Update BID committees.**

Deferred

The meeting was adjourned at 9:50 a.m.

A handwritten signature in cursive script that reads "Ericka Lang". The signature is written in black ink and is positioned below the text "The meeting was adjourned at 9:50 a.m.".

Recorded by Ericka Lang  
BID Executive Director