



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

**Business Improvement District Board of Directors Meeting
Wednesday April 17, 2019**

1. Call to order.

The meeting was called to order at 8:30 a.m. Members present: Pres. Michael O'Brien, Ned Brookes, Arthur Ircink, Adrienne Shea, Rachel Carter, Becky Reinhardt, Lisa Costagnozzi, Pat Algiers, Stephanie Sherman, Jake Bresette, and Anne LePlae (arrived 8:45)

Members not present: Caroline Krietlow, Ann McCullough, Andrew McCabe

Others: Sherry Zillmer, Katie Ragan, Ericka Lang, Shannon Weber

2. Approval of March 20, 2019 minutes.

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

3. Consider Quarter One Financials.

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

4. BID Board Nominations.

O'Brien reviewed the historical process and changes, requested by the village president. The BID outreach committee volunteered to reach out to business owners and recruit for the board. They then make recommendations to the full BID board.

Brookes, Krietlow and Ircink from the outreach committee met and reviewed all businesses, identifying potential candidates. Ircink chairs the outreach committee and reviewed the 10 candidate applications received as of April 11th. All eight applications from businesses are strong applicants. The other two applications were from Shorewood residents not affiliated with a business.

They identified business categories that balance out the remaining boards talents and professional skills and those who will help the business district grow economically and have a positive impact on BID efforts. There is a need for businesses in the food/beverage, health/wellness, professional services and financial categories. Priority was placed on applicants that have been involved on current BID committees, have history as a community partner, as well as having fresh voices/perspectives on the BID board.

There were several applicants from food and beverage and ideally having one representation on the board from this category is sufficient. Some business candidates are long term residents, adding a historical element to the board that has great value.

With the board losing six members, the board will be challenged and it's important that the board has members that cross industry.

The outreach subcommittee recommended the six applicants:

1. Shannon Weber *Category: Financial. North Shore Bank, 4060 N. Oakland Ave. Branch Manager*

North Shore Bank has been in business in Shorewood since 1923 and has always been a community partner. The BID is losing the current NSB member Becky Reinhardt who serves as BID treasury.

Shannon has been involved with the BID since becoming branch manager, attending meetings regularly, hosts meetings in the NSB conference room, volunteers on the BID's outreach committee and volunteers at various BID events.

2. Rick Fessenbecker *Category: IT. Northwoods Web Solutions, 1572 E. Capitol Dr. Owner of business for 20 years.*

Northwoods Web Solutions is the only IT company in Shorewood and is also one of the largest employers in Shorewood. Current board member Rachel Carter from Northwoods is resigning in May.

3. Nat Davauer *Category: Food & Beverage. Draft & Vessel, 4417 N. Oakland Ave. Owner. Opened 2014*

Draft & Vessel is a beer-centric Shorewood bar with a vintage, industrial feel offering craft brews on tap & growlers to go. Nat is a Shorewood resident that is very involved in the community hosting several different event, collaborating with other BID members. Nat currently volunteers his time on the Feast committee. He is also a vendor at the Shorewood Farmers Market.

4. Mary Wright *Category: Realtor/Professional Service. Realtor at KW/Jay Schmidt Group, 4060 N. Oakland Ave*

Mary Wright is a realtor with KW/Jay Schmidt Group and is a Shorewood resident. She has been very active in the Shorewood community and has supported many BID events. She is currently a member of the Shorewood Design Review Board. Shorewood real estate plays a vital role in the business district.

5. Aubrey Poglagen *Category: Health & Wellness. Ananda Healing Collective, 4528 N. Oakland Ave. 2012*

One-third of Shorewood's businesses are related to health, wellness and fitness. Aubrey participated in the Open Doors Health & Wellness Event and is on the Feast event committee.

6. Craig Bulluck

Category: Financial. Edward Jones, 4314 N. Oakland Ave. 2015

With outgoing BID President Mike O'Brien being a part of Edward Jones, we thought it would be appropriate to bring in Edward Jones counterpart and longtime Shorewood resident Craig Bulluck. Craig has sat in on BID meetings in the past and is also a member of the Shorewood Men's Club.

O'Brien stated that the recommendations from the outreach committee are well reasoned and intentional. All BID board members were in agreement on the six recommendations.

O'Brien will provide a letter to the village board for the May 20th meeting.

5. Review draft Village of Shorewood special event policy.

Lang introduced the item, conveying discussion points from the Community & Business Relations Committee (committee of village board) from April 15th. The BID board and members are asked to weigh in on the policy for further discussion at the May 6th CBR meeting.

Lang noted: a) Events are same as tourism efforts: attract visitors and has economic benefit on community. b) Policy should be a guide and not descriptive, such as draft language on specific times that all events have to finish. c) Concerned about draft denial language in policy: 'conflict of interest and complaints' - there will always be complaints. d) clarify requirements for police presence or private security. e) Policy identifies village-sponsored and non-village sponsored events, requesting a third category for village partners like the BID and School District (puts on summer concerts, etc).

The CBR concluded: the number of special events should not have a number; events with street closures should not be limited to village-sponsored only; applicants should pay permit fees, whether non-profit or not. They will further discuss if applicants should pay for village services.

The BID board discussed what the impact is if events are repeatedly in the same locations in the business district. It is important that the BID is made aware of any new proposed events and what impact that could have on BID events as the BID has traditionally not organized events other than the annual bike race. Shorewood has not been an event mecca and that is changing.

6. Executive Director's Report.

Lang reviewed items from her report and requested input on the Fease event, showing three alternatives. One of the original event site maps had the event starting at the 4200 block to the 4500 block. BID staff do not have the resources and time to effectively plan such a large-scale event, requesting support to shrink the footprint.

Ragan commented: A large event is great but you have to build up to it. If would do, you need both BID staff full time and need corporate sponsors. What does Shorewood feel

about a liquor brand sponsoring an event?. Brady Street Festival is eight blocks and 80-90% of businesses are bars and they can't sell beer outside: Shorewood only has a few. If too large, it visually won't look successful if not enough people.

The board discussed the impact of all the options. The harvest dinner is the focus of the event and it must be anchored at Blue's Egg that has the kitchen capacity to accommodate that scale. The event has to be more than the dinner so inclusive to whole community.

The board had consensus for BID staff to move forward with a smaller footprint, encompassing 4200 Oakland to 4417 Oakland.

7. Marketing Report and Event Updates.

Deferred

Adjourned at 10:05 a.m.

Recorded by

A handwritten signature in black ink that reads "Ericka Lang". The signature is written in a cursive, flowing style with a long horizontal stroke extending to the right.

Ericka Lang, BID director