



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

Business Improvement District Board of Directors Meeting

July 15th, 2020 8:30 A.M.

1. Call to order - via Zoom Application

The meeting was called to order at 8:40 a.m.

Board Attendees: Arthur Ircink, Craig Bulluck, Stephanie Sherman (logged in late so we could vote her in as pres), Jake Bresette, Nat Davauer, Anne LePlae, Treasurer Shannon Weber, Adrienne Shea, Lisa Castoagnozzi, Caroline Kreitlow, David Price, Mary Wright, Gene Webb

Members absent: Ned Brookes

BID staff present: BID Director Steph Salvia

Others: Kenya Owens (North Shore Bank)

2. BID Board Update

Since Arthur is a trustee, the Village recommended he step down as BID President and act as Trustee Liaison. Arthur made a motion to approve Stephanie Sherman as the President until June of 2021. Motion passed unanimously.

3. Business Check In

The Board went around discussing their thoughts and experiences with the new mask ordinance that went into effect for the Village. Most appreciate the ordinance in that there is some consistency and people aren't as confused about when/if to wear one.

4. Minutes

Jake made a motion to approve the minutes, Arthur seconded.

5. Budget Review

Did a quick budget review. Discussed a few outstanding items from Feast 2019. WI Foodie to pay \$1500 but the rest will be written off given the pandemic. We have been able to distribute a little over \$24,000 to businesses through the Shorewood Foundation Covid Relief grant to those that were ineligible for the Village Grant Relief program. Caroline made a motion to approve the budget, Lisa seconded.

6. Marketing/Events

David P. gave an update on the next mobile music series, Friday, July 17th with Old

Sam and the Teardrops (drummer from the Violent Femmes) playing on the back of Anthony's (Village attorney) 1960s vintage fire truck. The band will stay within the District for one hour and then hit the neighborhood for two more hours.

Also had some discussion about Feast although given uptick in covid rates, we realize we will not be able to have a "Feast" per se but maybe we can think of some alternative options for a Feast. Steph Salvia will do some research and participate in some virtual events to see how those go. If it's virtual we can always do something a little later in the season since it may not be technically weather-dependent.

7. Begin Assessment/Operating Plan Discussion for 2021

Steph Salvia wanted to mention that we will need to begin working on our 2021 operating plans. Since it is not an assessment year, and with the shutdown, Salvia recommended that the 2021 budget remain at the same amount. Also, with covid still a factor, we may need to look at the event plans again.

Arthur mentioned that the Village is interested in the BID taking a more active role in beautification. Steph Salvia also asked for an update on the snowflakes (history etc) The Board suggested we reach out to some teachers at the High School to see if we can get the kids to update the lights as they need a fresh coat of spray paint and to be rebulbed. Steph Salvia will talk with Eric Geetsen and/or Pablo Muirhead. This is a better alternative than \$65-70K for all new lights.

8. New Business

Arthur will keep us posted on the Village meetings related to parking meters, overnight parking passes and/or angled parking within the District.

9. Meeting Adjourned 10:19

Motion to adjourn by Jake, seconded by Shannon

Recorded by Steph Salvia