



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

**Business Improvement District Board of Directors Meeting
February 19, 2020 8:30 A.M.**

1. Call to order

The meeting was called to order at 8:37 a.m. President Arthur Ircink, Craig Bulluck, Caroline Kreitlow, Ned Brookes, Secretary Stephanie Sherman, Adrienne Shea, Jake Bresette, Nat Davauer, David Price, Anne LePlae, Treasurer Shannon Weber and Mary Wright were present.

Members absent: Gene Webb, Lisa Castoagnozzi (tried to call in), Mary Wright

BID staff present: BID Director Steph Salvia

Others present: Jessica Carpenter, Bart Griepentrog from the Village CDA, and Sheila from Malamadoc Coworking Space

2. No Minutes to Approve

3. Meet Steph Salvia

This was Steph Salvia's first Board meeting as her official start date was February 10th, 2020.

4. Shorewood Today Update

Arthur gave the board a summary of a meeting he attended with the Village Marketing Leadership committee discussing the status of the Shorewood Today magazine. The magazine is at a budget shortfall for 2020. The cost of the ads increased but the number of advertisers decreased. Advertisers state various reasons for leaving including less expensive ads on social and more active participation in events. The Village also decreased their contribution to the magazine to \$1,000. The marketing committee asked if all of the magazine partners would be willing to increase their contribution to help the magazine this year. (The magazine will also utilize some of their reserve funds) The partners include the BID, Shorewood Foundation, Shorewood School District, and the Village.

Arthur made a motion to increase the BIDs annual contribution by \$1,000 this year. Anne seconded the motion. All were in favor.

5. Shenanigans Event Updates

Steph S. shared that all of the bar owners are working well together on the Shenanigans event. Steph S. worked with Beechwood Distributors to choose beer brands with the bars- Beechwood agreed to do all of the printing of posters and menus and any other needed signage and will also help with an ad in the Shepherd. Other marketing ideas were discussed. Steph S. plans to have a marketing committee meeting as soon as possible. She will also send out an email asking the rest of the District if they would like to participate and/or have space at one of the two block parties free of charge. Arthur requested that volunteers are needed to walk back and forth between the parties making sure people are using the sidewalks. Steph S. will create a sign-up sheet and send out to Board members. David Price indicated that they will have music, food, and a large kids area with cotton candy and bouncy house. Camp Bar will also have a kids area. Adrienne will try to do additional kids activities if she has the staff.

6. Executive Director Update

Steph S. discussed the value of hiring a marketing intern to run social media accounts and to help with event production. Arthur indicated that there is a budget in the Operating Plan so okay to proceed with this.

7. Nonprofit 501(c)(3) Discussion

Stephanie Sherman talked about benefits of forming a nonprofit association including creating a separate revenue stream, the ability to fundraise, and to start saving for capital improvements. Arthur will bring quotes to the next Board meeting to have a lawyer begin the process.

8. Other Business

Bart from the CDA gave the Board an update on facade grant applications recently approved for Hiya Taco, The Exercise Guy, and Elan Peltz. He also gave us an update about incoming businesses: Fiddleheads hoping to open in September, Lash Lounge opening in the Mosaic building in March, Sage Pharmacy coming soon, Hiya Taco in former Ruckus, and Exercise Coach going into half of the former Harley's space.

9. Meeting adjourned at 10:07

Recorded by Steph Salvia