



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

## **MEETING MINUTES**

**Business Improvement District Board of Directors Meeting  
March 20th, 2020 8:30 A.M.**

### **1. Call to order - via Free Conference Call Application**

The meeting was called to order at 8:35 a.m.

Board Attendees: President Arthur Ircink, Craig Bulluck, Caroline Kreitlow, Secretary Stephanie Sherman, Jake Bresette, Nat Davauer, Anne LePlae, Treasurer Shannon Weber, Adrienne Shea, Lisa Castoagnozzi

Members absent: Gene Webb, Mary Wright, Ned Brookes

BID staff present: BID Director Steph Salvia

Others present: Trustee Jessica Carpenter

### **2. Shenanigans Cancellation**

The Board immediately began discussion of the Shenanigans cancellation due to Covid-19 and Gov. Evers declaring a health emergency. The BID only spent around \$1500 on Shenanigans - some ad dollars will be refunded or credited by IHeart Radio and Facebook since we stopped ads as soon as possible.

Discussion began about the current Covid-19 crisis. Steph will continue to work with other BIDs and the BID Council to increase messaging and create resource guides for our district.

### **3. Events/Marketing**

Given the current state, all marketing will veer away from anything event related and focus on what businesses are still open, which restaurants will be offering curbside pick up etc. We can also utilize the Village Manager's Memo to push out information.

Steph did mention that the Tour of America's Dairyland is in preliminary discussions to reschedule the bike races until the end of July, beginning of August.

### **4. Minutes**

Arthur made a motion to approve the February minutes, Caroline second. Trustee Carpenter reminded the group that research was still being conducted about the legality of online voting as it pertains to Board meetings. Steph mentioned we can hold off on any voting until next month when we receive clarification.

#### **5. Nonprofit 501(c)(3) Discussion**

Arthur discussed quotes he has received from lawyers that could potentially set up our 501(c)(3). The Board is in favor of moving forward with Deborah Tomczyk who specializes in Government relations and also provides legal advice to the City of Milwaukee and the BID Council. Again, formal vote is postponed until the next BID meeting.

#### **6. Financial Review**

Steph got a quote from Ritz Holman CPAs for \$1,550 to conduct our 2019 financial review as required by the State of Wisconsin for Business Districts with cash balances of less than \$300,000. Ritz Holman CPAs specialize in BIDs and Nonprofit entities and are highly respected in the community. Will vote on accepting this proposal at next BID meeting.

#### **7. Meeting adjourned at 9:57**

**Recorded by Steph Salvia**