



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

**Business Improvement District Board of Directors Meeting
May 15, 2019**

1. Call to order.

The meeting was called to order at 8:34 AM. Members present: Pres. Mike O'Brien, Andrew McCabe, Lisa Castagnozzi, Adrienne Shea, Jake Bressette, Becky Reinhardt (via phone), Arthur Ircink, Stephanie Sherman, and Ned Brookes.

Members absent: Caroline Kreitlow, Pat Algiers, Anne LePlae

Others present: BID Director Ericka Lang, BID Marketing Coordinator Katie Ragaon.

2. Approval of April 17, 2019 minutes.

Bressette moved to approve, seconded by Ircink. Passes unanimously

3. Financials.

Lang reviewed the last months financials including bike race projections.

4. Further considerations for BID Board Nominations.

O'Brien reviewed the most recent discussions about the possibility for board members to stay on that have served over 9 years, finding support from a village trustee. Knowing this, the board is asked to review the previously recommended applications and narrow nominations to four with the assumption current BID board members McCabe and Reinhardt will be allowed to serve the remainder of their terms.

Members discussed the ability to have votes by proxy if a board member cannot make a meeting and send a business representative to the meeting in their place. Lang noted that the BID is not required to follow Robert's Rules of order for meetings. Each board member could designate an employee that may vote in their absence. Members were also reminded to abstain from voting on matters if there would be a conflict of interest.

Consensus to recommend:

1. Northwoods, Rick Fessenbecker, for IT presence
2. Draft & Vessel, Nat Davauer, as a food and beverage
3. KW/Jay Weber Realty Group, Mary Wright, real estate
4. Edward Jones, Craig Bulluck, finance

Members agreed that BID boards are autonomous, granted authority through Wisconsin Statute 66.1109, separate from local government. BIDs are considered an arm of local government, tied by the local governing bodies requirement to approve annual BID operating plans. Members are not aware of any other BIDs where the local governing body has infringed upon the authority of these boards.

Sherman moved to approve the revised nomination list, seconded by Castagnozzi. Vote passed unanimously.

5. Discuss DNC opportunities.

Lang proposed various things the BID could do to be part of the DNC. First, encourage businesses to sign up. With over 50,000 people visiting Milwaukee, Shorewood businesses can take advantage of the thousands of ancillary events that will be happening.

Members discussed enhanced streetscaping, special banners welcoming visitors, murals, and offering shuttle services. Could the BID provide a welcome packet to visitors that are staying in Shorewood? The BID should become a member of VISIT Milwaukee.

Staff will provide a memo to the village president and manager and recommendations. The BID is prepared to support some of these initiatives independent of village financial support.

6. Bike Race Updates.

Lang updated the board about marketing efforts, sponsorships and vendors. Staff is building up the area surrounding the race start line at Lake Bluff and Oakland, with about a dozen vendors.

7. Executive Director's Report.

a. Website preview

b. Wayfinding

The new website will have a soft launch June 1st. Business entries are two-thirds complete.

Lang reached out to Poblocki Signs who designed the wayfinding signs for the village. A sign is proposed on Oakland, northbound, on a pole in front of 3970 N. Oakland Ave. BID staff will work with the village for placement approval. Lang will bring back design proposals at the next meeting.

Lang gave various business updates, as noted in the directors report.

8. Marketing Report and Event Updates.

Ragan reported out on the past months marketing efforts and September Shorewood Feast event progress. Member ideas: highlight employees; create a social media drive to sign up with newsletter.

The meeting was adjourned at 10:00 am.

Recorded by,

A handwritten signature in cursive script that reads "Ericka Lang". The signature is written in black ink and is positioned below the "Recorded by," text.

Ericka Lang