



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

**Business Improvement District Board of Directors Meeting
June 19, 2019**

1. Call to order.

Members present; Arthur Ircink, Craig Bulluck, Gene Webb, Jake Bresette, Nat Davauer, Anne LePlae, Shannon Weber, Lisa Castagnozzi via phone, Tr. Jessica Carpenter

Members absent: Caroline Kreitlow, Stephanie Sherman, Adrienne Shea, Mary Wright, Ned Brookes, David Price.

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

2. Welcome new board members.

New board members N. Davauer, C. Bulluck and G. Webb were welcomed.

3. Approval of May 15, 2019 minutes.

Ircink moved to approve seconded by Bresette. Vote unanimous.

4. Review of financials.

Lang reviewed the last months financials.

5. Consider appointments for BID chair, vice chair, treasurer and secretary.

Webb moved to nominate Arthur Ircink as BID president, seconded by Bulluck. Vote passes unanimously.

Ircink moved to nominate Kreitlow as BID vice president, seconded by Bulluck. Vote passes unanimously.

Ircink moved to nominate Sherman as BID secretary, seconded by Bulluck. Vote passes unanimously.

Ircink moved to nominate Weber as BID treasurer, seconded by Bulluck. Vote passes unanimously.

Terms are one year and nominated each June.

6. Reassign committees

a. Outreach

b. Marketing

c. Shorewood Today Magazine

Lang passed around a sign up sheet. Board members participate in the outreach or marketing committees and at least one event committee.

Bresette is being formally appointed to the village's Transportation & Parking Advisory Group as part of the study at the next village board meeting.

7. Bike Race Updates.

Lang reviewed current expenses and sponsorship levels and requested for consensus for the BID to increase the amount of prime dollars. It is intended to build primes into sponsor levels for the 2020 race. The board had consensus on an additional \$2000 above the \$2,000 minimum required by Tour of America's Dairyland. Members agreed any event net income could be applied to a subsequent BID event.

The board requested to see the other 10 race sponsor packages before establishing next years package.

8. Executive Director's Report.

Lang reviewed recent business inquiries and noted an uptick in vacancies. Members also discussed liquor licenses. Lang shared the discussion at the last village board meeting for an applicant and noted the village's philosophy is that an applicant should not be denied whether or not there may be a better future use. It was clarified that the village board does have the authority to deny liquor applications.

Two wayfinding sign concepts were shared, provided by Poblocki sign company. Members thought concepts were too simple and requested another concept based on an example provided by Lang and include the word "shop" along with "food & drink". Staff needs to confirm the sign will be reflective.

On May 22nd the BID board approved the use of reserve funds to sponsor the Shorewood Farmer's Market for the platinum level at \$1,500. A consensus was gathered via email as confirmed appropriate and standard practice by like boards, per the BID treasurer.

9. Marketing Report and Feast Event Updates.

Ragan showed members the three new brochures and went through the marketing report. All the digital posts for the bike race event are not included in the report as the event was heavily promoted on social media, tagging and sharing other businesses. They reached over 12,000 with \$50 expenditure. Ragan will analyze optimizing future posts as far as timing and other criteria .

The meeting was adjourned at 10:10 AM.

Recorded by,

A handwritten signature in cursive script that reads "Ericka Lang". The signature is written in black ink and is positioned above the printed name.

Ericka Lang