



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

**MEETING MINUTES**

**Business Improvement District Board of Directors**

**August 21, 2019**

**1. Call to order.**

Members present: Pres. Arthur Ircink, Vice Chair Caroline Kreitlow, Nat Davauer, Craig Bulluck, Gene Webb, Jake Bresette, Stephanie Sherman, Adrienne Shea, Lisa Castagnozzi, Shannon Weber, Anne LePlae. Weber left at 9:21

Also present: BID Director Ericka Lang, Marketing Coordinator Katie Ragan

Members absent: Mary Wright, Ned Brookes, David Price

**2. Approval of June 19, 2019 minutes.**

Webb moved to approve, seconded by Bulluck. Passes unanimously.

**3. Human relations committee proposal about religious and secular displays in the public way.**

McKenzie Edmunds and Deba Briscoe from the Human Relations Commission were present. The village board asked the HRC to look at a policy for religious and secular displays on public property. The HRC invited underrepresented faiths to meetings and gathered input over many months. The policy committee recommended that no religious or secular are placed on public right of way and they are asking the village board to consider their recommendation in September.

It was confirmed that the snowflake pole decorations are considered seasonal and not secular. Christmas trees are considered secular yet by some religions they are considered religious.

For the past two years the BID has tried to be inclusive with having a Menorah and a tree at the Winterfest holiday event. The original goal of a tree lighting event is to drive traffic to the business district as the BID's role is to promote the district and economic development. The BID chose the current location because it is centralized across a large district. It is on private property with public access easement and the BID does not support a policy that restricts these types of displays on private property with these types of easements. Staff would like to confirm if Kensington Square private courtyard at the Cornerstone building also has a public access easement - another location where the tree lighting event has been held. The board discussed other locations and different timing. It was noted that Cathedral Square in Milwaukee has many holiday trees for community

to come out and decorate.

The BID board is not against the HRC's proposal to restrict these types of displays on public property; however, assuming the recommendation does not include restrictions on private property with public access easements.

**4. Update financials and approval of 2018 Financial Report.**

Kreitlow moved to approve, seconded by Weber. Passes unanimously.

**5. Feast Report.**

Ragan reviewed activities, sponsors and harvest dinners.

**6. Consider reserve compensation for BID staff for Feast event.**

Ircink explained the request by the BID director at the previous BID executive committee meeting, seeking a one-time compensation for both BID staff surrounding the Feast event. Both staff are working full time hours in planning this event. The executive committee recommends \$2,000 for Lang and \$1,000 for Ragan. Members discussed BID priorities in economic development, events, beautification and other items.

Kreitlow moved to approve using reserve funds, seconded by Webb for the amounts recommended by the executive board. Passes unanimous.

**7. Discuss revisions to affiliate memberships directly outside of Shorewood.**

Lang suggested extending membership out to 1/8th mile surrounding the BID district. Defer for future discussion.

**8. Updates and possible recommendations of proposed Village of Shorewood special events policy.**

Planning Director Bart Griepentrog was present. The board had questions and comments about the latest policy draft. Lang noted that it is impossible to secure a definitive list of vendors 60 days out from an event as required in 462-4A1; the BID board requests that village fees are identified at the time the event application is considered, removing the possibility of unexpected charges by the village after the event; clarify the ability/willingness for the village board to consider supplement applications surrounding an event after the event application is approved from businesses that could not meet the original deadline; Lang requested flexibility for the 60 day application deadline for existing events.

Griepentrog will confirm the boards concerns with the village clerk. The item will be on the full village board agenda September 3rd.

**9. Update on pole banner review, wayfinding sign and holiday street pole decorations.**

Lang noted a meeting is scheduled at DPW Monday September 16th for BID board to see the condition of the decorations and ask questions. Other items deferred.

**10. Executive Director's Report.**

Deferred.

**11. Marketing Report.**

Noted employee spotlight successful but ended due to lack of responses.

Meeting adjourned at 9:55 a.m.

A handwritten signature in cursive script that reads "Ericka Lang". The signature is written in black ink and is positioned centrally on the page.

Recorded by Ericka Lang