



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

**Business Improvement District Board of Directors Meeting
3930 N. Murray Ave.
Village Hall – second floor
Wednesday November 20, 2019 8:30 A.M.**

1. Call to order
2. Approval of October 16, 2019 and November 6, 2019 minutes
3. Update Financials
4. Shenanigans Event Determinations
5. BID staff 2020 job responsibilities and executive director position
6. Executive Director's Report
7. Marketing Coordinator contract review. Closed Session
8. Adjournment

Dated November 15, 2019

Notice of closed session for agenda items #7: The BID board may consider entering into closed session under Sec. 19.85(1) Wisconsin Statutes, "(c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility". This item is on the agenda to discuss the Marketing coordinator position for the BID referenced above. The board may return from closed session into open session for further action.

Should you have any questions or comments regarding any items on this agenda, please contact the Shorewood BID Director at 414.248.2532. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING MINUTES

Business Improvement District Board of Directors

October 16, 2019

DRAFT

1. Call to order

Called to order at 8:36 AM.

Members present: Chair Arthur Ircink, Treasurer Shannon Weber, Ned Brookes, Jake Bresette, Adrienne Shea, Vice Chair Caroline Kreitlow, Secretary Stephanie Sherman, Lisa Castagnozzi, Nat Davauer, Anne LePlaeGene Webb, and Tr. Jessica Carpenter.

Members absent: Mary Wright, David Price, Craig Bulluck

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

2. Approval of September 18, 2019 minutes

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

3. Consider Quarter 3 Financials

Lang provided the Balance Summary and Profit & Loss data. Sherman moved to approve, seconded by Kreitlow. Passes unanimously.

4. Annual BID meeting determination

Ircink recommended that the BID forgo the traditional awards-based annual December meeting and suggests a social event for BID businesses. The recommendation is based on the BID director's comments that no business or other business district stakeholder has been identified for the various award subjects during 2019.

The board agreed to have a social event for all members with drinks and appetizers, inviting partners, volunteers, vendors, businesses, and property owners. If available, the event shall be December 4th 5:30 to 7:30PM at Harry's Bar & Grill and the BID will provide beer, wine and appetizers. The BID board may meet earlier for the formal annual meeting, suggesting 5 PM .

Members discussed 2020 BID meetings, suggesting some evenings to engage more businesses. In the last BID Executive meeting, they suggested reducing a couple of the monthly meetings and possibly combining some of them with social networking and offer special topics/speaker with the hosting business organizing speakers.

They also discussed enhancing the board's engagement by checking in with businesses

each month - maybe two board members partner up and take a month and reach out to four businesses. It shows the board cares and they could ask uniform questions to compile and report out.

Ragan noted organizing a similar business walk event before coming to Shorewood. All chamber board members were assigned a cluster of businesses and the businesses signed up for time slots for board members to stop in. It was a massive undertaking.

5. Discuss 2020 budget and 2019 projected budget

The BID executive committee discussed increasing the assessment rate. Lang provided historical information and comparatives from over 80 Wisconsin BIDs, averaging \$2.33 per \$1000 of assessed value. Shorewood's BID rate is \$1.10 and has not been adjusted since 2006. The adjustment is for: (1) restructuring BID staff positions to retain and attract talent; (2) enhancing marketing and economic development initiatives (3) beautification efforts, assisting with repurposing or replacing the snowflake pole decorations and adding canvas street pole banners to create an aesthetic continuity in the large and spread out district; and (4) continuing execution of the Feast and three other successful events that requires full-time commitments.

Webb noted that the board needs to look at outcomes versus administrative increases. It is important to offer networking events for the BID members, which takes time to organize and implement. Weber noted and members agreed in the value of keeping employees. Kreitlow said the marketing position has been very disposable role and we need to retain talent. Sherman stated that the BID found some event winners and see the improved communications with members and the community.

The Feast was extremely successful and members agreed to increase 2020 event expenses in the proposed budget and instructed Lang to allocate an additional \$15,000 across other events, marketing and networking efforts. Members specifically recommended to increase Feast outside services to \$35,000. Lang noted the BIDs operating plan will be on the Village Board's committee of the whole November 4th.

Davauer moved to approve the proposed 2020 budget and operating plan with the changes discussed and including a rate adjustment, seconded by LePlae. Vote passes unanimously.

6. Discussion and possible consideration of BID assessment adjustment

In 1999 when the BID was created, the assessment rate was \$1.06 per \$1,000 of assessed value. The rate was increased once in the history of the BID in 2006 to \$1.10. This item was also discussed under agenda

Webb moved to adjust the BIDs assessment rate to \$1.38 per \$1,000 of assessed value of commercial properties within the district, seconded by Brookes. Vote passes unanimously.

7. Marketing Report

Item deferred.

8. Executive Director's Report

Lang gave updates on facade grant applications and discussed purpose of grant. Updates were also provided about interests in the Harley's space, new North Star owner and more. BID members are invited to Signaling History event, an art project to sleeve 12 signal utility boxes at intersections. The Village is working with Shorewood Arts Guild.

Bresette updated on transportation and parking study project. The largest concern has been about the high school lot.

9. Adjournment

Meeting adjourned at 10:19 a.m.

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



Shorewood
BUSINESS IMPROVEMENT DISTRICT

MEETING AGENDA

Business Improvement District Board of Directors Meeting

November 6, 2019

DRAFT

1. Call to order

The meeting was called to order at 8:42 AM. Members present: Chair Arthur Ircink, Lisa Castagonozzi, Nat Davauer, Mary Wright, Treasurer Shannon Weber, Jake Bresette, Craig Bulluck, Secretary Stephanie Sherman, Anne LePlae.

Members not present: David Price, Caroline Kreitlow, Ned Brookes, Gene Webb, Adrienne Shea

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

2. Consider Shorewood Farmer's Market civic participation from reserve fund

Lang noted this is a housekeeping item, to formally vote following the consensus drawn in June for supporting the Shorewood Farmers Market. Sherman moved to support the Shorewood Farmers Market for \$1500, seconded by Bulluck. Ircink abstained. All others voted to support sponsorship.

3. Further consideration of 2020 budget, operating plan and BID assessment adjustment

Since the October 16th meeting, Lang met with an accountant to review projections and fund balance. The balance will be higher than average due to the success of the Feast and other unspent funds. At the November 4th village board committee of the whole meeting, the village president and a trustee questioned the assessment rate increase and required the BID to reach out to businesses for input. All village board members supported the BIDs proposed funding for snowflake pole decorations replacements.

Lang recommended that the BID board does not move forward with a rate adjustment for 2020 and to fund infrastructure improvements. Once costs are known for both the snowflakes and pole artful banners, the BID would be positioned for a rate adjustment in 2021.

Sherman recommended looking further into establishing a 501c3 allowing the BID to accept charitable donations and to carry reserves that would be marked for long range projects.

Members discussed BID staff job responsibilities in lieu of Lang resigning, iterating support for making BID staff employees and realizing both staff's generous in-kind

contributions that have not been monetized. To elevate the BID, the board should seek an office space.

Members discussed other infrastructure improvement ideas, pointing out Wauwatosa's over-the-road lights. Madison's State Street has holiday lights on the poles year around. Lang referred to Shorewood's Public Arts Committee that has light art installation concepts identified.

Sherman moved to approve the revised 2020 budget and operating plan, seconded by Ircink, adding \$2500 to Other Marketing. Vote passes unanimously.

4. BID staff Request for Qualifications to fill BID position

Lang tendered her resignation to the board president October 31st, ending the contract November 15th. Davauer, Ircink, and Sherman volunteered to oversee the recruitment process. Sherman suggested the BID vision include: an intern, create an association, and look at other infrastructure improvements. Lang reminded the board to schedule a strategic planning meeting in January.

Sherman moved to contract with Lang for \$50 per hour to continue core job responsibilities and to on-board the new director. Ircink seconded. Wright confirmed the fees will not exceed the directors current monthly salary. The vote was amended, Ircink and seconded by Sherman. Passes unanimously.

Ragan spoke to the board about hours involved with the Feast event and is asking for additional compensation. The board will complete Ragan's performance evaluation at the following meeting at which time this will be discussed.

The next meeting is November 20th.

5. Adjournment

Adjourned at 9:47 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 text "Recorded by,".

Ericka Lang

Shorewood Business Improvement District

Balance Sheet

As of November 14, 2019

	<u>Nov 14, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking	7,861.76
Facade Improvement fund	5.71
Savings	77,890.10
Total Checking/Savings	<u>85,757.57</u>
Accounts Receivable	
Accounts Receivable	7,175.00
Total Accounts Receivable	<u>7,175.00</u>
Total Current Assets	<u>92,932.57</u>
TOTAL ASSETS	<u>92,932.57</u>
LIABILITIES & EQUITY	
Equity	
Retained Earnings	43,440.02
Net Income	49,492.55
Total Equity	<u>92,932.57</u>
TOTAL LIABILITIES & EQUITY	<u>92,932.57</u>

Shorewood Business Improvement District Profit & Loss Detail October 15 through November 14, 2019

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Ordinary Income/Expense									
Income									
Event Revenues									
Sales Receipt	11/14/2019	111419	Draft & Vessel	Beer kegs	Feast 19		Undeposited F...	240.00	240.00
Total Event Revenues								240.00	240.00
Sponsorship Revenue									
Invoice	10/30/2019	268	Sazama Design	WinterFest Ev...	Winterfes...		Accounts Rece...	600.00	600.00
Total Sponsorship Revenue								600.00	600.00
Total Income								840.00	840.00
Gross Profit								840.00	840.00
Expense									
Administrative Accounting									
Check	10/31/2019	2986	Keen Cloud Account...	2019 QB review	Admin		Checking	200.00	200.00
Check	11/13/2019	2988	Keen Cloud Account...	employee set...	Admin		Checking	537.50	737.50
Total Accounting								737.50	737.50
BID Management Fee									
Check	10/15/2019	2983	Ericka Lang	monthly fee	Admin		Checking	4,000.00	4,000.00
Total BID Management Fee								4,000.00	4,000.00
Dues and Subscriptions									
Check	11/06/2019		Google.com	google suite	Admin		Checking	24.00	24.00
Check	11/09/2019		Mailchimp	monthly plan	Admin		Checking	29.99	53.99
Check	11/11/2019		Constant Contact	monthly hold f...	Admin		Checking	5.00	58.99
Total Dues and Subscriptions								58.99	58.99
Total Administrative								4,796.49	4,796.49
Event Supplies									
Check	10/15/2019	2984	Tess	Feast dinner	Feast 19		Checking	279.84	279.84
General Journal	10/31/2019	AJE 5R	North Shore Boulan...	Reverse of G...			Checking	-589.12	-309.28
Check	10/31/2019	2985	North Shore Boulan...	Harvest Dinner	Feast 19		Checking	300.00	-9.28
Total Event Supplies								-9.28	-9.28
Marketing Director Programs									
Director Fees									
Check	11/04/2019	2987	Katie Ragan	October	Admin		Checking	2,666.67	2,666.67
Total Director Fees								2,666.67	2,666.67

12:08 PM

11/14/19

Accrual Basis

Shorewood Business Improvement District
Profit & Loss Detail
October 15 through November 14, 2019

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
	Web Hosting & Updating								
Check	10/31/2019		Network Solutions	monthly fee	Admin		Checking	9.99	9.99
	Total Web Hosting & Updating							9.99	9.99
	Total Marketing Director Programs							2,676.66	2,676.66
	Total Expense							7,463.87	7,463.87
	Net Ordinary Income							-6,623.87	-6,623.87
	Net Income							-6,623.87	-6,623.87