



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

**MEETING MINUTES**

**Business Improvement District Board of Directors Meeting  
September 16th, 2020 8:30 A.M.**

**1. Call to order - via Zoom Application**

The meeting was called to order at 8:37 a.m. by Stephanie Sherman

Board Attendees: Arthur Ircink, Craig Bulluck, Jake Bresette, Nat Davauer, Anne LePlae, Treasurer Shannon Weber, Lisa Castagnozzi, Caroline Kreitlow, Ned Brookes, Mary Wright, David Price, Adrienne Shea, President Stephanie Sherman

Members absent: Gene Webb

BID staff present: BID Director Steph Salvia

**2. Minutes**

Nat made a motion to approve the August minutes, Anne seconded.

**3. Budget Review**

Reviewed monthly budget. Anne made motion to approve the budget, David seconded.

**4. Beautification**

Arthur updated the Board about the Village plan for potential upcoming road construction. The Village has discussed a full tear out of Oakland due to an error last time the road was done- existing TIF money would be used which is why there is some need to have this done in the next couple of years. Arthur will keep us posted.

The snowflakes were also discussed- the high school politely declined to help only because they do not have the staff or the area in which to work due to the school closure for the pandemic. DPW also does not have the space for the work to happen as their facility is on the small side. Nat recently visited DPW and indicated that the snowflakes are fine so we will stick with them another year.

Salvia and Craig have researched digital banners for the district. Salvia found out that the banners need to be within 200 yards of each other as they "talk" to each other over wi-fi. Each double-sided banner begins at about \$19k each. They are also known as Intelligent Light Poles.

**5. Draft Operating Plan**

Salvia presented a draft operating plan to the Board. We discussed the assessment which is at \$1.10 per \$1000. This rate is very low compared to other districts of similar

size in the metro Milwaukee area. Salvia felt that trying to raise the assessment this year during a pandemic would be bad business. There is however a \$5,000 cap in the operating plan. This cap affects Metro Market, Walgreens, and Harbor Chase. Raising the cap would increase the budget for the BID. It is important for the BID to start building up reserves in order to be able to participate more actively in future streetscape plans including new Holiday lights and possible wayfinding. Lisa made a motion to raise the cap to \$10,000 from \$5,000, Jake seconded. Salvia will update the operating plan with budget increase once she gets the final assessment numbers from Mark E. in Village Finance. The numbers should only change slightly since it is not an assessment review year.

## **6. Marketing/Events**

Next mobile music event is Friday, September 18th. Thanks to North Shore Bank for sponsoring! Unsure yet whether or not we will host an event in October. We may hold onto our funds for a tree and menorah lighting in December. Salvia will follow up with this and get pricing on the tree. Salvia reached out to the owner of the empty lot to do the lighting there. More to come.

David P. mentioned wanting to keep the parklets and outdoor seating out for as long as possible. Discussion ensued regarding snow removal, entering into snow removal agreements, DPW, and costs of adding additional elements like heating and lights. Salvia will discuss with DPW and the Village further.

We also discussed trying to make the most out of this winter in particular - try to promote the walkability of Shorewood. Embrace the cold, dress warm, etc. Keep biking as long as possible. (Basically pretend we are in Norway!)

## **7. 501(c)3 Update**

All information has been turned in to Reinhart Law for our nonprofit. They will review and send any additional needs back to Salvia. We should be good to go for next year.

## **8. New Business**

Brief discussion about businesses opening/closing. Chattel Changers closed. Swanky Seconds reduced their footprint.

## **9. Adjournment**

Jake made a motion to adjourn and Nat seconded at 10:17.

**Recorded by Steph Salvia**