



**Shorewood**  
BUSINESS IMPROVEMENT DISTRICT

## **MEETING MINUTES**

**Business Improvement District Board of Directors Meeting**

**June 17th, 2020 8:30 A.M.**

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

The meeting was called to order at 8:36 a.m.

Board Attendees: Arthur Ircink, Craig Bulluck, Gene Webb, Stephanie Sherman, Jake Bresette, Nat Davauer, Anne LePlae, Treasurer Shannon Weber, Adrienne Shea, Lisa Castoagnozzi

Members absent: Ned Brookes, Caroline Kreitlow, David Price, Mary Wright

BID staff present: BID Director Steph Salvia

### **2. Business Check In**

The Board went around discussing their thoughts and experiences with the recent events surrounding the Black Lives Matter Movement and the march that came through Shorewood. Great dialogue was had as we had the opportunity to dig deep and really look at how we support owners and patrons of POC in our District, how we can be more welcoming, and how to be more inclusive. We also need to look at our mission statement to make sure we reflect that we are inclusive. Steph S. mentioned she would like to take the "Unlearning Racism" classes at the YWCA as well - maybe our Board members or Executive Committee could take them as well.

### **3. Minutes**

Stephanie made a motion to approve the minutes, Arthur seconded.

### **4. Budget Review**

Did a quick budget review - no questions

### **5. Marketing/Events**

FunkClub Wagon was successful. Would like to have them go up and down through the District several more times. Will move forward with planning a new "mobile" event for July and August. The live stream reached 6500+ people through Facebook Live. Will try to think of ways to get sponsorships. Steph Salvia will work with Nat, Lisa, and David as ad hoc event committee.

Brief discussion about the Feast ensued. We still do not know what gathering (if any) will be allowed. What we do know is that this won't be "Feast" as it has been in the past. Maybe we could have an Outdoor Dining Day with Music (music could also be

live-streamed) - the Village is considering a Labor Day event so maybe we could do this in conjunction with that event. Arthur will follow up with the Village on those plans.

#### **6. BID Board Update**

Board terms expiring are Anne, Caroline, Ned, and Adrienne and all would like to stick around another term. Arthur has been asked by the Village to step down as President to act as Village liaison instead which means we will need a new President through June 2021. Arthur nominated Stephanie Sherman. At this time, we did not have a quorum as the meeting ran longer than anticipated - next meeting we will circle back to see if anyone else is interested in the Presidency role and/or we can vote Stephanie in as she is willing and able.

#### **7. New Business**

Arthur mentioned that Pete's Pops is trying to pop up into Shorewood. Steph Salvia to do inventory of open spaces to make sure those are current on the website. Will work to get Pete's here.

#### **8. Meeting Adjourned 10:41**

Motion to adjourn by Arthur, seconded by Lisa

**Recorded by Steph Salvia**