

MERCHANTS OF WHITEFISH BAY (BID)
BOARD MEMBERS MEETING MINUTES
September 14th, 2018
Johnson Bank, 5600 N. Lake Drive, 8:30 am

Present: Tom Harris, Marty Stilling, Bryan Schauland, Kevin Schuk, Jeff Commer, Paul Boening, Tim Blakeslee, Ted Balistreri,

Absent: Jamie Lynn Fritsch, Phil Aiello, Charlie Stalle', Ann Marie Arroyo

8:30 a.m. Meeting called to order by Jeff Commer, BID President

Approval of Minutes – Kevin, Bryan seconded

- Village Manager Report – Paul Boening
 - o September 24th Village Hall will re-open, low key Open House on October 9th from 5-7:00 pm
 - We can have our meetings there again
 - o First Church of Christ Scientist – we will triple the number of parking spots available to the village, is going to be re-marked.
 - o Tom Harris requested a re-striping of crosswalks and curbs on Silver Spring, cross walks will be done – curbs etc. present to CDA
 - o Consaul Commons Update
 - Stephanie Hacker will present at the next meeting @30 presentation
 - o BIDS Annual Plan – Katie will meet with Paul and Tim
 - o Street Lighting
 - Found some solar lights – will test in front of Gallery 505
 - o Meters – doing research on new ones, getting 3 bids
- Executive Director Report – Katie Commer
 - o See attached
 - o Regarding Sponsorship for 2019. – Bryan, Marti, Kevin, Tom Harris, Jeff and Katie will meet at City Market 9-18/18 at 2:00 to discuss how to move forward.
 - o Maybe Dog Days of Summer 2019 will be combined with Farmers' Market or Side Walk Sale

Committee Reports:

Finance – Kevin Schuk

- See attached
- CDA funding request – Phil will do. Jeff, Bryan and Kevin will work with that also.

Discussion Around CDA and its role and how MOWFB Fit In

- Discussed the visual of Silver Spring and how it looks like it needs some help - Need to let CDA know what we want the street to look like. This is NOT a monetary ask but maintenance of the district – physical improvement.

- GRAEF provided a plan and proposals – where are we at with them?
- BID is missing the advocacy role for the street with the CDA
- What bigger things can happen and why does it take so long?
- Golden opportunity for Silver Spring as Bayshore is struggling – we can create something unique here – UPGRADE with entry into WFB, sidewalks, benches, lighting, flowers, crosswalks etc. How do we put all of this together then discuss with GRAEF? Need to have a project-based mentality
 1. Jeff/Ted/Tom will have coffee with Julie Siegel, Ray Krueger to discuss priorities. Referencing the GRAEF Plan
 2. Letter from the BID to CDA
 3. Get on CDA Agenda for \$20K ask

Promotions-Branding – Jeff/Bryan/Marty

- NA

Business Outreach – Jamie

- NA

Meeting Adjourned: 10:00 am. Bryan motioned, and Kevin seconded.

Next meeting – October 5th, 2018 8:30 am Village Hall.