

WHITEFISH BAY BUSINESS IMPROVEMENT DISTRICT
BOARD MEMBERS MEETING

November 2nd, 2018

Johnson Bank

5600 N. Lake Drive

Minutes submitted by: Katie Commer

Present: Paul Boening, Tm Blakeslee, Marty & Susan Stilling, Phil Aiello, Bryan Schauland, Kevin Schuk, Jeff Commer, Ted Balistreri, Jamie Lynn Fritsch, Katie Commer, Sherry Yusef,

Absent: Ted Balistreri, Jeff Commer

8:00 Meeting called to order by Phil Aiello, BID Vice-President

Minutes approved by Bryan Schauland and seconded by Kevin Schuk

Paul Boening:

- CDA approved \$28,500 for 2019/2020
 - Condition of receiving the money the BID needs to submit a report on how the funds are used, a quantifiable return.
 - Considering using outside firm for landscaping needs on the street, may consider firm that will be chosen for Consaul Commons
- Busy with early voting
- Budget season also for the Board
- Solar lighting for street test was a NO, still looking at other products

Executive Director Report – Katie Commer, see attached

- BID Operating Plan Approved and voted on - Bryan Schauland, seconded by Charlie Stalle'
- Get from RevPop what the cost of Brand Awareness would be in reference to Social Media

Committee Reports:

Finance – Kevin Schuk

- See attached

Civic Foundation – Marty

- Discussed with them the potential of doing an art festival
- They maybe would be a part of the Amdur Project?

Amdur Productions – Revisited

- Discussed as a group that we would invite them to give a presentation on December 7th, village Hall from 8:15-8:45, with Q&A following.

Old Business - Business to Business Cards 1x/Deal – Jamie Lynn

- Basket for new businesses
- Give to local people/new residents
- Welcome letter from the BID
- Jamie Lynn will talk to everyone and put costs together.

Meeting Adjourned: 9:30 am