

MERCHANTS OF WHITEFISH BAY (BID)
BOARD MEMBERS MEETING MINUTES

August 2nd, 2019
Village Hall

Present: Jeff Commer, Jamie Lynn Fritsch, Marty Stilling, Ted Balistreri, Paul Boening, Tim Blakeslee, Kevin Schuck, Phil Aiello, Bryan Schauland, Katie Commer, Charlie Stalle', Stephanie Hacker (Graef), Rohita Shah (Mathnasium), Tim Dixon (Schwanke) Tamela Green (Moxie/Trouble & Sons), Stephanie Corbett (High Brow), Roman Kelly (Fox Bay)

Absent: Katie Hoven (WFB Civic Foundation),

8:32 a.m. Meeting called to order by Jeff Commer, BID President

No approval of minutes from June 7th, 2019 meeting – no quorum

Introduction of Stephanie Corbet from High Brow

Been in business 8 ½ years

In process of expanding space

Won MKE Best Award

Very interested in being on the board

Paul Boening/Tim Blakeslee (Village Manager)

- Paul Boening
 - Lake Drive resurfacing wrapping up
 - Bay Ridge lights finishing up
 - Santa Monica lights start within a week
 - Consaul Commons meeting set for 8-15-19 from 5-7:00 pm (Town Hall Style)
 - Parking meters gone; new ones installed next week. Will take coins, credit/debit payment also an app

Art Festival Discussion

- Jeff shared summary from Amy Amdur
- Kids really enjoyed it
- Many visitors from outside WFB
- *Tamela Green (Moxie/Trouble & Sons)*
 - Fantastic
 - Promotion, organization awesome
 - Brought many customers from outside WFB
 - No complaints from customers regarding parking etc.

- Impact on business was great, will take advantage of more things next time ie: open earlier, more staffing, engage with artists more
- Totally support festival in 2020
- DNC will be a HUGH issue for them regarding security
- *Tim Dixon (Schwanke)*
 - Thanks to the board for all of their work
 - Event was not good for his business BUT can tweak what he does for his customers
 - As a board we need to really evaluate the days we do the event
 - How do we get those 7500 people into stores on the street?
 - Was great to see the crowd of people
- *Roman Kelley (Fox Bay)*
 - Weekend was good for him this year because he was in between movie releases
 - August is a slow month for movie releases.
 - He was surprised the street closed so early on Friday at 5:00
- *Stephanie Hacker (Graef)*
 - Art Festival maybe use to increase alley experience
- *Ted Balistreri (Sendiks)*
 - Very well run
 - Saw many people from outside the community
 - Street looked great
 - Sales were steady for him
 - In favor of 2020
- *Marti Stilling (Yellow Wood)*
 - Successful
 - His business benefited from the event
 - Kids' area not very busy
 - Bumped up against other events in Milwaukee
 - June would be a better month than July
 - Need to make more a MOWFB Event
 - Need to get the schools more involved
- *Charlie Stalle' (Keller Williams)*
 - Did not get the window art promised
 - Local artists need to be willing to participate

Thoughts:

- June
 - Lake Front Arts Festival competes with event
 - Rohita (Mathnasium) said parents are at their wits end with sports, graduations, finals etc.
- DO NOT DO July 11/12 due to DNC
- August a quieter month

- Maybe collaborate with Shorewood BID
- Ryder Cup last weekend of September
- Maybe add Chalk Festival before or during the Art Festival?
- Next step – Amy Amdur attends Meeting

Executive Director Report – Katie Commer - See attached

Committee Reports:

Finance – Kevin Schuck

- See attached
- Sponsorship down

Marty – WFB Civic Foundation

- Excited about the Art Festival

Meeting Adjourned: 9:45 Kevin, and Teddy seconded.

Board Meetings 2019

September 6, 2019

October 4, 2019

November 1, 2019

December 6, 2019