



MONTHLY BID MEETING

(December 19th, 2023)

WYNDHAM GARDEN KENOSHA HARBORSIDE

5125 6th Ave, Kenosha WI 53140

CALL TO ORDER/ROLL CALL

Executive Committee: Chairperson Brit Windel, Vice Chairperson Alex Kudrna, Treasurer ~~Rajiv Singh~~, Secretary Jeanette Kelly

Board Members Present: Brett Bjorn, Kevin Ervin, Rob Gresoviak, ~~Maria Garavati~~, Gus Harris, Mark Wistar, Sharon Rossow

Non-Voting Members: ~~Dennis DuChene~~, Laura Gregorski, ~~Donny Stancato~~, Alderman Bill Siel, ~~Dave Strash~~

1. Minutes Approval from November 21th, 2023

- Motion Alex to approve – Mark Second

2. Citizens' Comments

3. Director Comments

- Updates from the Chairman
 - Downtown Kenosha Magazine Update
 - Camera Update -*Waiting on City Attorney- check getting cut?*
 - Readdress the committees - reminder who is on the each committee
 - Year long events application - friendship park – *Create events throughout the year and event planning – having the events sooner and we can build the events out larger and larger role – Tree Lighting in Downtown Kenosha perhaps not by the museums*
 - Candidate Panel Roundtable – *Election for the mayor – K-Town Connects Jason Hedman, Pete Serzant – 1st week in February at Rhode Theater – BID to help Sponsor – Goodie Bag/ Swag –*
 - *Survey Monkey – Candidate Questions – List top questions – coming from the board*

- *Motion to Approve to Mark – Rob Second - \$1000 for Charcuterie Boxes for guests*
- *Matt Monroe facade program – Guest Speaker –*
- *Process – Methodology*
- *Marketing Component – communicate to the BID –*
- *Visit Kenosha handles marketing – application process- deadlines -review applications – metrics and then announce the awards and cut the checks –*
- *Ask Letter for Banks – create a draft to request funding from banks and approved for next meeting*
- *How much for the pool of \$ -*
- *Matching Grant Project – Exterior Lighting – Windows*
- *What can we do to practically improve our community*

- Treasurer Report

4. Marketing Updates

- Lightin' Up a success. Thank you to everyone who participated and helped.

Vintage Underground (Peoples)

Summer's Garden(1st Judge)

Century Pub (2nd Judge)

Em's Dance (3rd Judge)

Teaching Kitchen (Creativity)

Lemon Street (Creativity)

- Website Updates:

Will be adding an icon on business profiles to show who accepts Downtown Universal Gift Cards

- Content Creator Team established at Visit Kenosha, Will also serve Go Downtown to create blog content.

- Will be updating the site with new board members, need terms list please.

Currently top performing page is related to holiday hours downtown, traffic suggests the site is becoming a resource for visitors to downtown. Events are most popular consistently.

- Gift card promotion, buy one get a bonus card of 50% value to encourage shopping and dining downtown this holiday. FREE MONEY FOR VISITORS AND BUSINESSES. Gift card sign up in progress – Donny going to businesses to register them.

- Downtown Swag store live, please feel free to place an order. \$1 from each order goes to façade grant. We can change this amount.

- Mayoral meeting, goody bags with downtown info and some snack boxes to welcome people downtown.

- Update Downtown Map – HOLDING to 2024
- Go Downtown QR Code Sandwich Boards – HOLDING to 2024
- Lattes with Law – Working on plan for quarterly events in 2024
- Newsletter going out after new year – any items?

Snow Daze 1/27, Third Thursdays continuing, State of the Downtown
Annual Meeting 3/14

5. Committees Comments

- Outreach and Retention
- Streets and Beautification
- Events & Promotions

6. New Items of Business

- **Breaking ground in 2024 across from trolley dogs**
- **Retail Space and condos breaking ground**

7. Next Meeting/Agenda

8. ADJOURNMENT

Kevin Moved to Adjourn – Alex Second

Dates to Know

January 16th- BID Meeting

January 27th – Snow Days

February 20th – BID Meeting

March 14th – State of Downtown