

**KENOSHA LAKESHORE BUSINESS IMPROVEMENT DISTRICT
BID MEETING
TUESDAY, November 15, 2022 @ 8:30AM**

PRESENT: Mark Wistar, Rajiv Singh, Brit Windel, Vicki Seebeck, Rob Greskoviak, Jeanette Kelly, Brett Bjorn

ABSENT: Jim Matzur, Kevin Ervin, Maria Caravati, Alex Kudrna,

GUEST: Dennis DuChene – Visit Kenosha
Marissa Markowski – United Way
Dave – Chamber of Commerce

CALL TO ORDER/ROLL CALL

The meeting was called to order at 8:37 am by Chairperson Mark Wistar. A quorum was present.

I. Citizen's Comments

- a. Shop with an Impact – United Way / Snap – On (presented by Marissa Markowski of United Way)
 - presented promotion she would like BID Businesses to participate in where they donate a percentage of revenues from qualified sales
- b. Dave – Chamber of Kenosha
 - Upcoming Conference and upcoming events

II. Chairman Comments

- a. Welcome Jeanette Kelly as New BID Board Member
- b. **Update on Projects**
 - Marketing –
 - i. Update on Website
 - 1. Dennis DuChene – Website is coming along (a bit behind schedule)
 - ii. Utilization of remaining marketing funds to focus on promoting BID businesses during holiday season
 - 1. Discussion of round table hourly session on Happenings Radio Show
 - iii. Discussion of marketing avenues to benefit BID members

1. Discussion of option to subsidize advertising for BID members (members would have to contribute towards the advertising)
 - a. Visit Kenosha could run it and we would subsidize
- Lighting Project/ Banner Project
 - i. Rope lights – going up next Thursday
 - ii. Dennis DuChene – Neal working on bike rack, banner, and lighting agreement
- Welcome to Neighborhood Project
 - i. Packet is done and we will get link on new website
 - ii. Kenosha Chamber of Commerce will have packet available on their website
- Seasonal Decorations Project
 - i. Need to form a committee to plan for this project in the future
- c. Upcoming Events - Shop with an Impact – United Way / Snap – On
 - Promotion
 - i. Dates - December 9, 10, 11
 - ii. How it works – for any Snap-On Employee or person who brings the flyer, business will donate a pre-determined percentage of revenue from the sale to United Way
 - iii. Percentage Donation – Businesses who chose to participate determine amount of percent match
 - Motion to approve
 - i. Director Wistar motions to approve, and seconded by Director Kelly
 - ii. Passes unanimously

I. **Treasurer’s Comments**

- a. Presentation of Budget to Finance Committee on 11/16/22 and Committee of the Whole on 11/29/22
- b. Director Seebeck commented on how we need to be prepared

II. **Directors Comments / Open Items & Discussion**

- a. Director Wistar – Need to take nominations for new BID members to replace departing members

VI. **Next Meeting/Agenda**

- a. Minutes recorded by Rajiv Singh
- b. The next meeting will be Tuesday, December 20th at 8:30 at the Wyndham Garden Kenosha Harborside. The meetings will be the third Tuesday.
- c. **Adjournment** – Director Windel moved/seconded by Director Wistar to adjourn at 9:36am. Motion carried.