



MONTHLY BID MEETING

(March 19th, 2024)

WYNDHAM GARDEN KENOSHA HARBORSIDE

5125 6th Ave, Kenosha WI 53140

CALL TO ORDER/ROLL CALL – 8:33am

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

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

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

1. Minutes Approval from February 20th, 2024

Approval – Maria approved – Alex Second -

2. Citizens' Comments

Reanna – Happenings Magazine -

Bill Siel – Flock Cameras approved by the city –

3. Director Comments

- Updates from the Chairman
 - Camera Update – *businesses who are interested in the cameras – move to streets and beautification committee*
 - State of Downtown – Recap – *entertaining – food was efficient -*
 - *Additional information – more networking –*
 - Facade Program – UPDATE
- Treasurer Report – *audit has been completed and should be completed by May*

4. Marketing Updates

- New Ideas
 - Video commercial for Downtown***
 - PPC/OTT Campaigns, budget based (could use commercial)
 - Direct Mail – cost prohibitive (4 counties about 70,000 households = \$30,000)
 - ValPak - \$3500 for 100,000 Homes, in with others, need an offer
 - Spectrum News & OTT – budget based – need commercial ***

- Downtown Magazine – do we want to allocate dollars to improving paper quality and keeping costs down for advertisers? – *May 9th Deadline - May 17th delivery -*
- Will be going through website to update and add to all landing pages for businesses. Any items for next phase of updates? – main page – featured business – *to draw attention to promote new businesses*
- Adding Merch store to website – how much would we like to mark up items? Supports façade program?
- Any additional items to include in April newsletter? *Put videos on website*
- *Interested in being on the board?*

5. Committees Comments

- Outreach and Retention
 - Committee is working on distributing basic information to business and property owners
 - One on one touch-base to update database
 - Pulse survey sent in January – included again in March newsletter. People don't seem to want to share information. Can we discuss reasons for that?
- Streets & Beautification
 - Would like to plan for larger tree in Friendship Park for holiday season, do we wish to purchase an LED tree? *30 feet tree?*
 - Will be contacting Streets to reset all breaks for light post lighting and replace lights that are out
 - Please gather final graffiti list by end of March – use online form or submit Dennis
 - Cleanup Scheduled for April 20th, the Saturday before earth day.
 - Parks/Transit conversation regarding hedges at 6th avenue and 54th Street in progress
 - Trash – pick up a concern. Need to inventory blocks that have issues without dumpsters and discuss with Alderman/PW
- Events & Promotions
 - State of the Downtown – Thank you everyone for a successful event!
 - Lattes with the Law – March 21, 8-10am, please join us – *at the buzz*
 - Bunny Hop – March 23, 50 participating venues 10am-1pm
 - Sip & Stroll – June 8, event application being turned in
 - Third Thursdays, adding larger scale quarterly events this year
 - Email will be going out about Sidewalk Sales – application to be submitted for spring/summer/fall months
 - Does BID want to have a presence in the Parade this year? A float? It takes place downtown, so should we be more active?

6. New Items of Business

- *BBC shooting a piece on the riots –positive piece – painting it in a positive light - selling to HBO or Netflix –*
- *Proposal for Business Viability Improvement Program (BVIP) – larger scope –*
- *Looking to establish and then asking the city for a specific match and to banks – looking to improve this from downtown*

7. Next Meeting/Agenda

8. ADJOURNMENT

- 9:41am
- Kevin adjourned – Rajiv Second

Dates to Know

March 21st- Lattes with the Law

March 23rd – Bunny Hop

April 16th – BID Meeting

April 20th – Spring Cleanup Day