



MONTHLY BID MEETING

(April 16th, 2024)

WYNDHAM GARDEN KENOSHA HARBORSIDE

5125 6th Ave, Kenosha WI 53140

CALL TO ORDER/ROLL CALL – 8:31am

~~Executive Committee~~–Chairperson Brit Windel, Vice Chairperson Alex Kudrna, Treasurer Rajiv Sigh, 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 **March 19th, 2024**

- Kevin first
- Rajiv second

2. Citizens' Comments

3. Director Comments

- Updates from the Chairman
 - Facade Program – Review documents, how to roll out the program Proposal for Business Viability Improvement Program (BVIP) – Mark makes motion to approve – Kevin Second -
 - Downtown Trash – hot spots – sending a letter out to landlords that state their tenants cannot put their trash in the public trash cans,
 - Multiple pickups, can the BID pay for the extra trash cans,
 - 57th, 6th ave 56th – 57th – Trolley Dogs -

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 ***

- *OTT with Spectrum for 12-18K over 4 months – Jeanette motion – Mark approved – all in favor*
 - *Print in Ravinia all season 10K – Brit motion to approve – Alex second – Rajiv & Mark opposed*
 - *And a shared ValPak this fall with Visit Kenosha to promote shopping season and the universal gift cards 10 zones = 3500 split in half \$1750 (100K homes) – Alex Motion to approve, Jeanette Second – Bret, Mark & Rajiv opposed*
 - *So a total new market spend of \$32,000*
 - *Working with Backyard Dream for video production to create and launch by June 1. – Kevin motion, Rajiv second, - Alex sustained – All in favor*
- *Downtown Magazine – do we want to allocate dollars to improving paper quality and keeping costs down for advertisers?*
 - *Mid May distribution – new employee Elaina Meyers helping with ads and journalist and photos to create content and help with the business owners for the magazine –*
 - *Feature in new businesses in the magazine -*
- *Will be going through website to update and add to all landing pages for businesses. Any items for next phase of updates?*
- *Supports façade program – gratzi is going to add a form*

5. Committees Comments

- *Outreach & Retention – information packets are being given out to businesses, what the BID are offering to the small and large businesses, gathering contact information, blogs on other businesses that have not been featured,*
- *Streets & Beautification – working on getting the lights not working and the circuit breakers, 49 people signed up for clean up day 4.20.24, brought up the BVIP*
- *Events & Promotions – bunny hop bringing people north of 52nd street, lattes with the law June 20th, sip and stroll June 8th, permit has been approved, wine is being order, CJW signage, Carmichael communications for purple pass, sidewalk sales, PB&J – BID august event, swag re order, notepads, koozies, stickers.*

6. New Items of Business

- *City liaison*
- *Invite new mayor and invite the new county executive and dr. Grady*
- *St. Patrick's Day committee, Mick Kelly is Committee Chair – established a route – start at bridge by boathouse and then end at swedes, still incorporate the children's parade, city to sponsor, Brian Falcone*

*Kenosha running club, Guinness is interested in sponsoring the event.
Bag Pipers and Drummers, 10K- cross market, sidewalk sales,*

7. Next Meeting/Agenda

8. ADJOURNMENT

Gus motion –
Kevin second –

Dates to Know

April 16th – BID Meeting

April 20th – Spring Cleanup Day

May 21st – BID Meeting

June 8th – Sip & Stroll

June 20th – Lattes with the Law