



MONTHLY BID MEETING

(May 21st, 2024)

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 Sigh, ~~Secretary Jeanette Kelly~~

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

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

Guests: Mayor David Bogdala, Kim Carmichael, Captain James Beller

Call to Order: 8:30 AM

1. Minutes Approval from April 16th, 2024

First - Alex

Second - Gus

2. Citizens' Comments

3. Director Comments

Updates from the Chairman

- BVIP – UPDATE!
Meeting with Matt Monroe – Thursday – Moving Forward
- Update from the mayor and new administration
Alex & Brit met with Mayor
MAYOR
On Track with key Downtown Projects
Chase Drive thru coming down in August, construction in September
Meeting with Army Corp in relation to low lake levels – Captain Andrew Simmons Beach House Occupancy approved last night
Pushing for Lifeguards at the Beaches
Legislation for bars to be open during the RNC Convention to be open until 4?
Drafting legislation to opt out
Focus for BID as an organization – How to continue to make downtown the entertainment district for visitors, safety and fun events benefitting businesses.
Change administration's mentality of "that's how we've always done it"
- Downtown Trash
Call in to Tim Casey, already increased pick up
Giving the city heads' up on busy weekends

4. Marketing Updates

- Video commercial for Downtown*** Production complete, video submitted to Spectrum. OTT Campaign begins June.
- Direct Mail – ValPak will be produced in October for in-house delivery November. Will promote Universal Gift Cards.
- Ravinia ad #1 submitted.
- Downtown Magazine – need planning meetings to discuss content, consistency between BID/Go Downtown Marketing/Magazine when possible. Photography needs could be communicated. **Working on Summer Fever issue.**
- Contact forms – do we need to make adjustments? **Upcoming Meeting**
- Adding Merch store to website – working on some new items for store and some more playful designs not just logo. Will support BVID Funds.
- Sidewalk Sale – no longer event application, now working with City Attorney to make this happen for June. Same true for Friendship Park agreement.

5. Committees Comments

- Outreach & Retention – **Handed out 67 packets to businesses**
- Streets & Beautification – New lights and circuit breakers, Flower baskets arriving today, weather permitting
- Events & Promotions
 - Third Thursdays
 - Sip & Stroll – June 8th, expecting a sellout
 - Lattes with the Law – June 20th - 8 to 10
 - Next Downtown Cleanup – July 20th
 - 4th of July Parade
 - St. Patrick's Day Parade – **March 15th, 2025 – planning to ask city to sponsor Beer Run – Captain Mike's to Swede's – Guinness Sponsorship**

Motion to give \$10K for event – Start booking, such as Kenosha Pipes & Drums Kevin – Motion to ask Rajiv – First Rob - Second All approved

6. New Items of Business

- Security Conversation with KPD Captain Beller
 - Flock Cameras – City agreed to 27 cameras - \$3000 each, Downtown adding 2, total of 29**
 - Break ins last month solved by Flock Cameras**
 - Now only accessible by Law enforcement**
 - Currently set up as a digital moat around the city**
 - Planning to set up at 52nd & 7th, 56th Street west and 60th Street west**

Motion to change contract: Change from 2 cameras for 4 years to 4 cameras to 2 years Asking for an additional \$1300 for change in placement fees of \$650 each First – Maria, Second – Brett

APPROVED

Sharing access directly with law enforcement, saves time and headache for business owners Camera announcement at upcoming Lattes with the Law

RAJIV

Assessments – 57% Average City Wide, 67% Commercial

Have not been reassessed since 2018, didn't happen in 2020, assessor for 2022 had retired, new 3rd party assessed currently.

Appeal by June 3rd

Laura - Kris Kochman – BID Float for Parade?

Table for next year's Parade

7. Next Meeting/Agenda

8. ADJOURNMENT 9:48

First – Rajiv

Second - Rob

Dates to Know

June 8th – Sip & Stroll

June 18th – BID Meeting

June 20th – Lattes with the Law

June 20th – Third Thursday

June 30th – Civic Veterans Parade