



MONTHLY BID MEETING

(July 16th , 2024)

VISIT KENOSHA OFFICE

600 52ND ST. SUITE 140, 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 Gresoviak, 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 **June 18th, 2024**

- **Mark approved – Rob second**

2. Citizens' Comments

Ben Trecoci – Lighting – Rustic Road – side of 57th – and 6th – Looks too dark...

Nicole Riff – KABA - - Revolving loan fund – acquire real estate – new equipment – 50 percent of loan – Talent attraction website –

www.lifebalancekenosha.com

3. Director Comments

Updates from the Chairman

- BVIP – UPDATE – Hopefully Roll out August 1 – Built digitally – on the website – send out practice website for the current board members to review –
 1. October – group will get together to review applications
- Side walk Sales Update – Currently being re-assed by the city attorney
- **Meet with KABA about opportunity to move forward with**

4. Treasurer Report

- Johnson Bank – move the accounts to Johnson bank, 3 separate accounts, BID money, Grant Money account,

5. Marketing Updates

- Spectrum OTT video campaign still running. Chicago market performing best – do we want to adjust spending to focus on IL or continue to try to reach

additional audiences? (No additional funds, just retargeting campaign) –
Redirect to IL the funds instead of Michigan -

- Ravinia ad #3 submitted – **we will not get ROI until Fall**
- ValPak – payment submitted for fall campaign, will begin working on creatives in August.
- Adding Merch store to website –Sales will support BVIP Funds.
 - Umbrellas – Go Downtown Logo
 - Dog Bag Dispensers – Logo
 - Additional Designs about downtown in progress
- Sidewalk Sale – Rajiv and Jeanette to share update from City Attorney Meeting.
- Downtown Magazine – Elana new happenings magazine employee– New downtown distribution person -

6. Committees Comments

- Outreach & Retention – **Distributing new packets – New Businesses – The Rowan – Recap Lattes with the Latte – Sept. 19th at Blak Coffee – Need help for THIRD Thursdays -**
- Streets & Beautification – **clean up on Saturday – trash trotters, soul space, 3 hour clean up – partnering with city for the lighting on the poles – extra strand of lights -**
- Events & Promotions
 - July meeting was cancelled, will meet again Second Tuesday in August at 8:30 a.m. at Visit Kenosha.
 - Third Thursdays - still in progress, working on additional participants.
 - Sip & Stroll – feedback email sent out Laura will share responses at next meeting, next event October 5
 - Lattes with the Law – Next event is Thursday, September 19, location TBD
 - Civic Veterans Parade – forming a float committee for 2025
 - Downtown Clean up was held July 13 – Dennis or Donny to provide update.
 - Lightin’ Up Meeting – Brit to provide update – **The city is allowing the BID to help out with the events – Friendship Park, Move Tree Lighting to the Veterans Park – Herzing to have the reindeers and larger event, Rajiv joining the committee -**
 - St. Patrick’s Day Parade – Kevin to provide update-

7. New Items of Business

- **Seagulls have become an issue**
- **Civic Parade – South end – Profanity on Flags during the Parade –**
- **Street Closing – Creative Space – another event and the street was closed**

8. Next Meeting/Agenda

9. ADJOURNMENT

Bret motion to adjourn

Rajiv second

Dates to Know

August 20th – BID MEETING

September 17th – BID Meeting

September 19th – Lattes with the Law