



MONTHLY BID MEETING

(October 15th, 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 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

2. Citizens' Comments

3. Guest Speaker

4. Director Comments

- Updates from the Chairman
- BVIP Update
- Upcoming Terms

5. Treasurer Report

- Operating Plan & Budget Vote 2025

6. Marketing Updates

- Spectrum OTT campaign summary emailed to board
- ValPak artwork submitted, will be in homes first week of November
- BVIP applications coming in, about 10 individual projects submitted so far.
- Lightin' Up / Merry & Bright – first ad running in Fall into Winter publication
- Would like to host a meeting to discuss lightin' up changes with businesses, and emphasize need to be open for event
- Website has been running slow, The Gratz is looking into this
- Related, businesses are now seeing their downtown pages ranking #1 in searches thanks to SEO efforts. AWESOME!

- Rapid Fire Blog Request....

7. Committees Comments

- **Outreach & Retention**

- Working on getting more businesses signed up for the universal gift cards since we are running the ValPak in November with the special bonus buy offer

- **Streets & Beautification**

- September 14th Cleanup went well with the Trash Trotters. 20+ people attended.
- Trash pickup in winter- Going to request 2-3 times a week and request pickups after large events downtown.
- Snow removal- Looking for a place to relocate snow. Looking into getting permission to use one of the empty lots if needed for a large snowfall this season.
- Staff Parking- Please encourage employees not to park in front of businesses.
- New Business
- Car Show- Encourage group to bag trash and replace full cans during event. Find out who official vendors are for the event.
- Fiber City- Meet with the city to get sidewalk plan. Temporary fix is hazardous, can we improve. Replacement concrete, what is the plan. When can the sidewalks be power washed?

- **Events & Promotions**

- Sip & Stroll was a sold out event – will research to see what maximum number of participants is without increasing cost of beverage purchases. Will also research more affordable/accessible wines to help balance the volume. Would like to get to 300 instead of 250.
- Lattes with the Law – December 19 event will held at BLAK Coffee. Coffee session will continue in February and will explore a lunch concept for spring meeting.
- Fall into Fun Festival recap
- Snow Daze – planning underway. Saturday, January 25. Sculptures are \$415 this year, BID and VK can underwrite a portion but price for businesses will be \$300 this year instead of \$250. Additional sculptures at endcaps that are interactive. 50 sculptures available to businesses at \$300 price point.
- Eric Olson St Patrick’s Day Parade – application ready to turn in. Kevin and Jeanette to share updates. BID will have pot o’ gold float, hand out VK streetcar tokens. Kids of business owners welcome to dress as leprechauns and be part of our float.
- Civic Veterans Parade – will repurpose float from St Patrick’s parade into flower basket

8. New Items of Business

9. Next Meeting/Agenda

10.ADJOURNMENT

Dates to Know

October 15th – BID Meeting

November 12th – BID Meeting

November 29th – Lightin up Downtown