



MONTHLY BID MEETING

(April 15th, 2025)

MINUTES

WYNDHAM GARDEN KENOSHA HARBORSIDE

5125 6th Ave, Kenosha WI 53140

CALL TO ORDER/ROLL CALL –

Executive Committee: Chairperson Jeanette Kelly, ~~Vice Chairperson Alex Kudrna,~~
Treasurer Kevin Ervin, Secretary Sharon Rossow

Board Members Present: Brett Bjorn, ~~Rob Greskowiak, Maria Caravati,~~
Gus Harris, ~~Mark Wistar,~~ Tina Warner, Ben Trecroci

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

Call to Order – 8:32

1. Minutes Approval

First – Kevin, Second - Ben

2. Citizens' Comments

Enlightened Eye Care – loop their building in for more events

3. Director Comments

- State of the Downtown Recap
- Directors Insurance Renewal

4. Treasurer Report

- Updates from the Treasurer

5. Marketing Updates

- If you did not get a copy of the annual report, please take one.
- Will be switching OTT campaign to Fall/Winter to help drive traffic at crucial time of year.
- PPC Campaigns through summer with targeted landing pages for summer fun downtown.
- Retail Bingo to begin with Shop the Block event.
- Survey going out to businesses about event impact throughout the year.
- Downtown Magazine in progress in partnership with Carmichael Communications
- Harborside Academy Students will be painting messages of hope on windows for Better World Day. About 14 businesses signed up to host window art.

6. Committees Comments

- **Outreach & Retention**

- Updated more blocks for the block captains to stop at
- Started a Facebook group to keep members updated
- We are going over the downtown data base to update all downtown contact

- **Streets & Beautification**

- Soul Space hosting spring clean-up event separate from Downtown.
- BID to do cleanup after 4th of July.
- 2nd Saturday Cleanups with Trash Trotters and Harborside Academy.

- **Events & Promotions**

- Bunny Hop saw over 400 people at the Rhode Center for the Arts. 100 sets of bunny ears were given out at the Simmons Library prior to the parade to the Rhode.
- Wisconsin Marathon – update provided in Business Owners Facebook Group. May 3 is race day. City will send out street closure notices. Marathon organizers are asking if anyone wants to offer Bib Specials.
- Shop the Block – new name for Sidewalk Sales. Featuring Chalk Walk in May (May 15 -18) through October. Application is turned in. Centralized artwork at Veterans Memorial Park, and near the entrance on 6th Avenue to the Promenade, and the sidewalks by Parcel A to connect sides of the harbor.
- State of the Downtown – THANK YOU TO EVERYONE WHO HELPED SET UP AND WORK!
- Sip & Stroll – June 14

7. New Items of Business

- Maureen's Video concerned with concrete finishing on her block
- Timeline for finishing? For cleaning?
- Send concerned people toward Bill and Mayor
- Kevin – events this year are starting to chisel at the cushion, increase budgets for next year?

8. Next Meeting/Agenda

9. ADJOURNMENT 9:07

First – Kevin, Second – Gus

Dates to Know

May 3: Wisconsin Marathon

May 15-18: Chalk Walk

May 20: Next BID Meeting

June 5-7: Little Shop of Horrors at Equinox

June 14: Sip & Stroll

June 29: Civic Veterans Parade