



MONTHLY BID MEETING

(February 18th, 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 – 8:30

1. Minutes Approval

First – Alex

Second - Gus

2. Citizens' Comments

3. Guest Speaker

- Alex Binanti – **Murals in Motion**

Program started 4 years ago in Lake Geneva, implemented first murals last year
7 Murals and 1 moving board, some on boards, some on buildings

Started with \$125K budget

March 12th Lake Geneva Annual Meeting

Looking for partnership with Kenosha BID

Kenoshamurals.org going live today

Board supports the promotional side, will come back with financial plans

4. Director Comments

- Updates from the Chairman

Checks going out for BVIP

Baskets coming from Anton's, hanging by Sieberts

St. Patrick's Day – 60 entries for parade, dyeing Harbor green

5. Treasurer Report

- Updates from the Treasurer

Moved accounts to Johnson Bank

Kevin and Alex are signers

Kevin going to sign paperwork for Audit at A&O, will have it next month

6. Marketing Updates

- We will be doing a large push leading up to spring to add new photos and content to the website, specifically to business landing pages.
- SEO package has been renewed with The Gratz, continuing to help promote the site and organic search traffic.
- With new insurance, we will start working on a concept for sidewalk sales to begin this spring. Additional update later from Events & Promotions.
ChalkFest – possibly in May? Start sidewalk sales at the same time?
- Third Thursdays – reminding businesses that they do not have to be open extended hours, trying to increase participation.
- OTT / PPC to start in spring. Planning video shoot for early spring to gather additional footage.

7. Committees Comments

- **Outreach & Retention**

- Pass out New Business Information Sheets
- St. Patrick's Day Parade/Beer Run posters to hang up
- Upcoming events:
Third Thursdays – Help recruit participants, spread the word.
Snow Daze Recap
Upcoming events Kenosha Restaurant Week, St. Patrick's Day Parade & Bunny Hop (April 12)
- New businesses/leaving businesses
- New engraving/workshop in the old Lulu Birds spot

- **Streets & Beautification**

- Only Kevin and Rob attended.
- Goal to have Outreach & Retention help with figuring out BLOCK captains, have people check for graffiti and messes periodically.
- Consult with alderperson on garbage, revisit ordinances for apartments with 4 or fewer units within the BID.
- Soul Space hosting spring clean-up event separate from Downtown. BID to do cleanup after 4th of July.

- **Events & Promotions**

- Visit Kenosha's Restaurant Week will be held February 22 – March 2, many downtown venues participating – will feature on social and website
- St. Patrick's Day Parade, event application went to council on January 13. Event taking place Saturday, March 15. We have sample social media posts that we can share – would appreciate others helping promote.
- Books & Bowls will be March 26 – Request: Will BID sponsor bottled water purchased for annual BOWLS & BOOKS FUNDRAISER supporting the Rhode Center for the Arts again this year? Visit Kenosha to purchase bottles on

behalf of BID. Organizers will promote with slips advertising Go Downtown website. Total cost approximately \$100 from sponsorship budget..... **NEED MOTION.**

First- Kevin

Second- Mark

- Bunny Hop will be held April 12 – registration will open early March. John Fox will be back to help lead a stroll from Library Park to the Rhode.
- Wisconsin Marathon – update provided in Business Owners Facebook Group. May 3 is race day.
- Proposal – ChalkFest to kick off Sidewalk Sale season. Come up with “festival” name about SIDEWALKS? Kick off on a Third Thursday and run through the weekend in May. Events committee is working on concept.
- Sip & Stroll dates selected – June 14 and October 4
- Civic Veterans Parade will be held June 29, Downtown will have float. Anyone or kids interested in being on the float or walking with our float to hand out candy?
- Fall into Fun Festival – October 18, proposal to host our own trick or treat event with businesses similar to the one in place now by a private entity. This way the trick or treating could be in tandem with the festival and encourage people to explore downtown.
- Lightin’ Up will be held November 28
- Small Business Saturday is November 29
- Lattes with the Law – consult BID Board for plan for 2025. 2 breakfast, 1 lunch, one after 5pm? Form on site to submit concerns to be addressed at the events?

8. New Items of Business

- Garbage problems downtown, could we contract with someone like Woman’s Club to possibly allow businesses to bring recyclables or trash? Ordinance for downtown apartment buildings? Shared lock dumpster? Work with City/Alderman to adjust ordinances?
- Retail committee to be formed to help come up with promotions for retail specific businesses – sub-committee of Events and Promotions. First meeting to be scheduled to discuss “LADIES NIGHTS” and possible hotel packages.
- Shopping Bingo Card for Downtown to win Shop, Dine, Play Gift Cards

9. Next Meeting/Agenda

10. ADJOURNMENT - 9:38

11.First – Kevin

Second - Alex

Dates to Know

February 22 - March 2: Restaurant Week

March 15: St. Patrick’s Parade

March 18: Next BID Meeting

March 26: Bowls & Books

April 10: State of Downtown

June 5-7: Little Shop of Horrors at Equinox