



MONTHLY BID MEETING

(June 17th, 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 Siet~~

Call to Order – 8:31

1. Minutes Approval

First – Mark, Second - Kevin

2. Citizens' Comments

Enlightened Eye Care – Props to Bjorn's

Francisco – Kenosha Murals request for Sponsorship \$25,000

Mayor Bogdala – Support of the Mural and LSOH Show Downtown

Occupancy expected by January

Parcel A will be next project, instead of Parcel B

Police Chief – Increased enforcement Downtown and Lakefront

3. Director Comments

LSOH Praise

Concrete work is finishing up, support of Bindelli

Leif cleaning of spray paint

Concern of posts in Downtown Business Owners Group

Mural Project – Speak to Brit about possible BVIP Funds??

Light'n Up – Meeting with Mayor, Vendors and Quotes being sent out

Sponsorships sought, next meeting June 27

4. Treasurer Report

- Updates from the Treasurer

5. Marketing Updates

- Retail Bingo to begin with Shop the Block event – Adding with a purchase?
- April – 12K pageviews on website, 269K Impressions on Facebook, 15K Views on Instagram
- Downtown Magazine proofed and printing. Addition of QR codes to read more articles and learn more about businesses. Directory completely updated.
- Social PPC ads will begin next week for summer fun, events, and so on. Will also run a set on Outdoor Dining and the sidewalk sales for summer shopping.
- New ad for universal gifts cards in new downtown magazine. Will post a reminder to make sure your POS is still connected to accept these.
- Downtown float in parade – will be ordering a banner for downtown that is reusable for multiple events and activities.
- Glitch Repaired on website - \$199
- Text Notifications through Constant Contact coming soon
- Universal Gift Cards going digital

6. Committees Comments

● Outreach & Retention

- Updated more blocks for the block captains to stop at
- We are going over the downtown data to update all downtown contact
- Planning to make a video about ease of Free Parking Garage
- New Businesses - Olafson & Porter, New places in the Baz' Building, Smoothie Shop in Anytime Fitness Building

● Streets & Beautification

- Summer Fall Clean up dates & Locations:
 - June 14th meeting at Trecroci Realty – Need more people, other Groups?
 - Graffiti Cleanup before the Parade – Let Laura know
 - July 12th meeting at Wooden Chair Antiques: 9:00-10:30 AM
 - August 9th meeting at Salon on Sixth: 9:00-10:30 AM
 - September 13th meeting at Sallese & Co. : 9:00-10:30 AM
 - October 11th meeting at Blue House Books: 9:00-10:30 AM

● Events & Promotions

- Shop the Block Sidewalk Sale Recap – Approved through October
- Chalk Walk Success
- Shop the Block – new name for Sidewalk Sales.
- Sip & Stroll – June 14 – Lower Attendance, but supportive attendees
- Civic Veterans Parade – June 29 (Sunday) Anyone interested in being on the float or walking with the float to hand out candy? Does anyone have a flatbed trailer to use? – Aaron Huntzinger will supply Trailer

7. New Items of Business

8. Next Meeting/Agenda

9. ADJOURNMENT : 9:39

First – Kevin, Second – Alex

Dates to Know

June 29: Civic Veterans Parade

July 15: Next BID Meeting