



## MONTHLY BID MEETING

(May 20th, 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

#### Motion to Elect Kevin as Pro tem Chairman

First – Tina, Second – Ben, Passes

### 1. Minutes Approval

First - Sharon  
Second - Mark  
Passes

### 2. Citizens' Comments

- Kim Carmichael – Summer Fever advertising opportunities
- Co-Sponsor for PB&J Final Spot? Need to know by next Wednesday (May28th)

### 3. Update from Bill Siel – SiFi Progress

Paul Herr – AUI – Wrapping up this month, June at the latest  
Starting Southeast, moving North  
Power washing paint after everything is done, during future cleanups?  
Amanda Bloomer – SiFi Community Relations – Gave cards with contact info

### 4. Director Comments

### 5. Treasurer Report

- Updates from the Treasurer

## 6. Marketing Updates

- Retail Bingo to begin with Shop the Block event in June.
- 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.
- Sip & Stroll tickets on sale, ads running.
- Downtown float in parade – will be ordering a banner for downtown that is reusable for multiple events and activities.

## 7. Committees Comments

### ● Outreach & Retention

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

### ● Streets & Beautification

- Summer Fall Clean up dates & Locations:
  - June 14<sup>th</sup> meeting at Trecroci Realty – 9AM – 10:30AM
  - July 12<sup>th</sup> meeting at Wooden Chair Antiques – 9AM – 10:30AM
  - August 9<sup>th</sup> meeting at Salon on Sixth – 9AM – 10:30AM
  - September 13<sup>th</sup> meeting at Sallese & Co. – 9AM – 10:30AM
  - October 11<sup>th</sup> meeting at Blue House Books – 9AM – 10:30AM

**\$1K request to repair banners**

**First – Maria, Second – Ben, Passes**

SiFi Public work meeting. Bill Siel did a good job representing the concerns of downtown business owners. SiFi will be providing monthly recaps to the city.

### ● Events & Promotions

- Wisconsin Marathon feedback? Anyone hear anything good or bad?
- Chalk Walk Recap
- Shop the Block Sidewalk Sale Recap
- Shop the Block – new name for Sidewalk Sales.
- Retail Bingo will launch in June. RETAIL ONLY.
- Sip & Stroll – June 14
- 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?

## 8. Updates from Maria

- Little Shop of Horrors Show
- Flowers Baskets – Hung before Memorial Day, new hooks & chains purchased

## **9. New Items of Business**

- Mark – Leader Store – cited by City Inspections, difficult owner to connect with
- Kevin looking into computer program to be housed at Visit Kenosha  
First -Ben, Second - Maria

## **10. Next Meeting/Agenda**

## **11. ADJOURNMENT - 9:30**

### **Dates to Know**

**June 5-7: Little Shop of Horrors at Equinox**

**June 14: Sip & Stroll**

**June 17: Next BID Meeting**

**June 29: Civic Veterans Parade**