



*KENOSHA LAKESHORE BUSINESS
IMPROVEMENT DISTRICT*

THURSDAY, MARCH 20, 2014
KENOSHA AREA BUSINESS ALLIANCE
5500 6TH AVENUE, SUITE 200
8:30 AM

CALL TO ORDER/ROLL CALL

- I. Approval of Minutes of December 19, 2013
- II. Downtown Kenosha, Inc. Update (15 min.)
- III. Committee Transitions, Updates, Discussion (30 min.)
 - a. Promotions
 - b. Design
 - c. Organization
 - d. Economic Restructuring
- IV. Open Items & Discussion (10 min.)
 - a. Open Comments
 - b. Next meeting Agenda items

ADJOURNMENT

*KENOSHA LAKESHORE BUSINESS
IMPROVEMENT DISTRICT*

2014 BOARD MEETING DATES

3rd Thursday, Quarterly

8:30 am

Kenosha Area Business Alliance

KABA Board Room

5500 6th Ave, Suite 200

March 20 2014

June 19 2014

September 18 2014

December 18 2014



Kenosha Lakeshore BID Board

**KENOSHA LAKESHORE BID BOARD
MEETING MINUTES
DECEMBER 19, 2013**

PRESENT: Deanna Goodwin, Scott Holloway, Mark Johnson, Zohrab Khaligian, Paul McDonough, Bonnie Mirkiewicz, Lou Molitor

GUESTS: Francisco Loyola, Laura Tyunaitis

CALL TO ORDER/ROLL CALL

The meeting was called to order at 8:32am by Chairperson Paul McDonough. A quorum was present.

1. APPROVAL OF MINUTES OF NOVEMBER 21, 2013

A motion was made by Mark Johnson to approve the November 21 meeting minutes, seconded by Lou Molitor. Motion passed.

2. COMMITTEE UPDATES/DISCUSSION

A. Marketing/Advertising

- a. Website traffic has grown tremendously, especially relating to Lightin Up, & Santa!
- b. Our Facebook "Likes" have grown exponentially this year!!

We went from 399 in January of 2013 to 3,321 in November of 2014!! Our 2013 goal was to reach 1,000.

The board presented a gift certificate as a special thank you to recognize Laura Tyunaitis!

Thank you Laura Tyunaitis!!

Without your strong and diligent efforts we would not have exceeded our goal!

- c. Laura Tyunaitis, from KACVB, took time to discuss the downtown Facebook page, specifically that her goal is one organic post per day and following up "like" campaigns with paid advertising.
- d. Creating a website subcommittee is still a very high priority to improve the functionality of the website.
- e. December Get Out ads were sent. A motion was made by Zohrab Khaligian to continue the Get Out ads through January, seconded by Lou Molitor. Motion passed.
- f. Downtown photographer Mike Gordon has offered to take downtown photos for 2014 on retainer in exchange for \$800 to purchase new equipment. A motion was made by Zohrab Khaligian to approve the \$800 expenditure, seconded by Lou Molitor. Motion passed.
- g. Deanna Goodwin will follow up with the new sales rep at Adams Outdoor with regard to billboards. Paul McDonough is working with WLIP to prepare sales sheet for businesses to buy a tag onto the new Downtown jingle, buy a full ad to go with the jingle, or to buy time on the Chamber's Spotlight on Kenosha radio show.

B. Events

- a. Lightin' Up was the best ever! There were times when the sidewalks were not passable due to the number of attendees. Having 40 businesses participate in the decorating contest certainly helped. Having Santa at a designated downtown site versus on the streetcar helped as more children got to see him. Also BID provided green & red Glow necklaces, and Jelly Belly candy canes, as Santa gifts to the children.
- b. Santa will also be at the workshop site on 2nd Saturday! The BID is partnering with the Kenosha Art Association, to supply arts and crafts for the children, along with reindeer bells & Jelly Belly candy canes for Santa gifts!
- c. We are extremely grateful to our Santa volunteer, Mr. Duchene, who has volunteered his time for many years now!
- d. Planning is underway for our 1st Winter Festival, to be held on 2nd Saturday, February 8th. This Snow Daze Festival is being led by Kris Kochman from the City, and Paul McDonough, with help from the Promotions committee. We are hoping for a successful event that will become an annual winter tradition event in our downtown.

C. Special Projects

The work of the special projects committee, on items such as new banners, trash receptacles, tree lights, etc. will be part of the Design committee.

3. DOWNTOWN KENOSHA INC UPDATE

Committee work plans will be reviewed and approved by the Downtown Kenosha, board in January. The DK board will also review and approve the incorporation documents and a services agreement with KABA. Our BID board has three board members who also serve on the Downtown Kenosha board.

4. 2014 BID BUDGET

No report.

5. 2014 BID EXECUTIVE BOARD

Volunteers were solicited for next year's executive board. Seeing none, a motion was made by Zohrab Khaligian to nominate Zohrab Khaligian, Paul McDonough, Lou Molitor and Mike Thomey to continue to serve as the executive board, seconded by Deanna Goodwin. Motion passed.

6. OPEN ITEMS & DISCUSSION

The Fifth Avenue lofts project continues to be a hot topic. Some residents are pursuing a petition against the re zoning of the parcel. The BID board position is: We support the "Highest and Best Use" of this Lakeview parcel, which we believe is commercial 1st floor, and market rate housing above.

Beginning in 2014, the BID board will meet quarterly. The next BID board meeting, will be scheduled for Thursday, March 20, at 8:30 am. This will allow time for the new Downtown Kenosha, board to meet and establish work plans, etc. The BID will meet quarterly – March, June, September, December – next year in accordance with a By Law change, but will meet more often, as needed, to assist in the transition from the BID to Downtown Kenosha.

Meeting was adjourned at 9:40am.

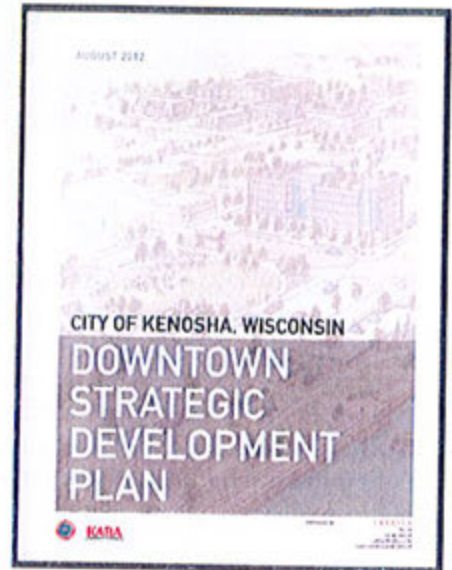


2014 Volunteer Committee Work Plan Highlights

Downtown Kenosha Inc. is moving forward with an exciting agenda for 2014 that actively implements our Downtown Strategic Development Plan.

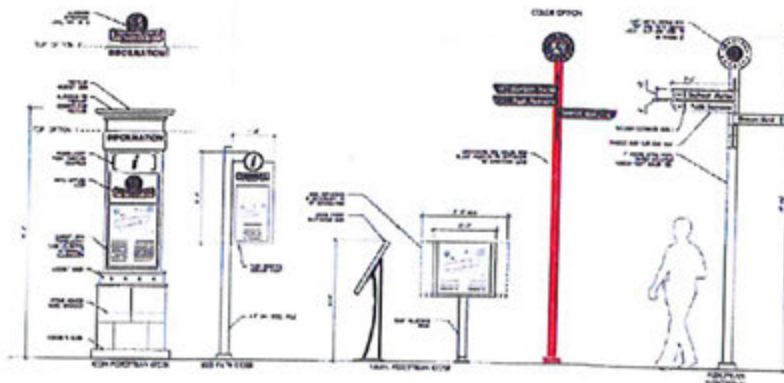
In addition to infrastructure improvements like streetcar line expansion, a public WiFi network, and wayfinding signage, our efforts are focused on historic building rehabilitation and development projects designed to bring new employees and new residents to our neighborhood.

As part of the Main Street program, our dedicated volunteers are making Downtown Kenosha's revitalization a reality by creating and carrying out excellent work plans for the coming year. A brief summary is below, and more information on these projects and others, as well as how to get involved, can be found at DowntownKenosha.org



Design Committee (physical improvements to the district):

- **Flower baskets:** Oversee annual flower basket program
- **Banners:** Design, order, and install new banners on light poles
- **Infrastructure inventory:** Complete an assessment of design conditions, including sidewalks, alleys, lighting, signage, storefronts, etc. Track issues and develop prioritized projects.
- **Façade improvement program:** Oversee a matching grant program for exterior building improvements
- **Events:** Tin ceilings tour, architectural scavenger hunt, walking tour with Historic Preservation Commission
- **Street furniture:** add additional benches and trash receptacles
- **Wayfinding signage:** Support City's wayfinding signage implementation, and partner with the Kenosha Streetcar Society to install signage and historical info at streetcar stops



Organization Committee (resource development):

- **Volunteer recruitment:** Continue growing our volunteer base throughout the year
- **Spread the word about the Main Street program:** provide info in downtown businesses, highlight volunteers and projects, grow our media presence
- **Ambassador program:** create a volunteer team of downtown tour guides and ambassadors
- **Presence on Main Street:** develop a storefront presence / Downtown Kenosha visitors center
- **State of the Downtown:** hold an annual event to update the community on progress



Promotion Committee (bringing more people downtown):

- **Events:** winter festival, Bunny parade & Easter egg hunt, Bowls & Books, progressive retail shopping event, scavenger hunt, fashion show, trick or treating & fall festival, Lightin Up, Small Business Saturday, also support other organizations' existing events downtown
- **Tours:** hold bicycle tours, walking tours, etc.
- **Second Saturdays:** support and grow Second Saturday events
- **Marketing and advertising:** continue BID programs: brochures, jingle, website, print advertising, social media, billboards, as well as new marketing campaign



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Economic Restructuring (business retention and recruitment):

- **Small business / entrepreneur attraction program:** formalize additional support and resources for small businesses
- **Public seminars:** hold events for the whole community to learn about business recruitment and economic issues
- **Cross-promotion:** train businesses to cross-promote each other
- **Property tour:** host a property tour for developers and prospective property owners
- **Classes / workshops:** Partner with Chamber of Commerce, SBDC, WWBIC, WHEDA, WEDC, & SCORE to offer resources and information to current and prospective business owners