



KENOSHA LAKESHORE BUSINESS
IMPROVEMENT DISTRICT

THURSDAY, March 19, 2015
KENOSHA AREA BUSINESS ALLIANCE
5500 6TH AVENUE, SUITE 200
8:30 AM

CALL TO ORDER/ROLL CALL

- I. Approval of Minutes of December 18, 2014
- II. Chairman Comments (5 min.)
- III. DKI Main Street Updates (20 min.)
- IV. Bi laws review & discussion (20 min.)
- V. Open Items & Discussion (10 min.)
 - a. Open Comments
 - b. Next meeting / Agenda items

ADJOURNMENT

KENOSHA LAKESHORE BUSINESS
IMPROVEMENT DISTRICT

2015 BOARD MEETING DATES

3rd Thursday, Quarterly

8:30 am

Kenosha Area Business Alliance

KABA Board Room

5500 6th Ave, Suite 200

March 19 2015

June 18 2015

September 17 2015

December 17 2015



*KENOSHA LAKESHORE BUSINESS
IMPROVEMENT DISTRICT*

THURSDAY, December 18, 2014
KENOSHA AREA BUSINESS ALLIANCE
5500 6TH AVENUE, SUITE 200
8:30 AM

Meeting Minutes
DECEMBER 18, 2014

PRESENT: Maria Caravati, Kevin Ervin, Zohrab Khaligian, Paul McDonough, Lou Molitor, Ray Roberts, Mike Thomey

GUESTS: Francisco Loyola, Don Miller, Chirs Naumann, Alderperson Dave Paff, Kevin Velvikis

CALL TO ORDER/ROLL CALL

The meeting was called to order at 8:31am by Chairperson Paul McDonough. A quorum was present.

1. APPROVAL OF MINUTES OF OCTOBER 16, 2014

A motion was made by Zohrab Khaligian to approve the October 16 meeting minutes, seconded by Lou Molitor. Motion passed.

2. CHAIRMAN COMMENTS

Paul McDonough welcomed new BID board members Kevin Ervin and Ray Roberts. Paul noted that the revitalization of our lakefront downtown continues to be a strong community wide effort.

3. 2015 BUDGET

Zohrab Khaligian explained that the 2015 budget of \$80,000 has 3 main buckets: \$25,000 to fund the Downtown Director, \$25,000 for flower baskets and \$25,000 for promotion and these funds are transferred to Downtown Kenosha Inc to pay these expenses. The remaining \$5000

covers an audit of the BID finances (as required by State law), liability insurance and other miscellaneous BID expenses and is paid by the BID.

4. NEW EXECUTIVE DIRECTOR

Paul McDonough introduced the new Downtown director, Chris Naumann. Chris presented a brief biography of himself and his experiences administering a Main Street program in Green Bay. Chris is currently focused on meeting with local businesses, complying with Main Street administrative requirements and turning volunteer interest into volunteer action.

5. OPEN ITEMS & DISCUSSION

Paul McDonough conducted an exercise to identify the accomplishments & failures of the past year.

The accomplishments were the 1st Snow Daze Festival, Indoor Market Feasibility Study, Main Street designation, streetcar expansion, construction of Fifth Avenue Lofts, promising new developer involved in Heritage House, Historic tax credits approval for revitalization of KYF, Downtown ambassador program, 1st commercial revolving loan issued to Mike's Chicken & Donuts, a good year with many successful downtown events, new downtown pharmacy, grant award for 2015 restaurant week, 36 new downtown businesses, a strong Lightin Up event, Small Business Saturday, hired new Downtown Executive Director and positive transition from BID to DKI.

Failures were the closing of 24 businesses, including toystore, loss of 1st Downtown director

Alderman Dave Paff (6th District) provided some feedback he obtained from Downtown businesses:

1. Advertise to regional market and not just local market
2. Conduct a talent search to identify voice or image of Downtown to be used in advertising
3. Create a downtown college clothing store
4. Identify the next big "bricks & mortar" project
5. Install a downtown kiosk

Don Miller (Fusion) suggested that the BID create a pro-streetcar campaign to combat the anti-streetcar campaign, referendum and misinformation. A motion was made by Lou Molitor to create a BID streetcar campaign and petition the DKI board to fund the campaign from surplus DKI funds, seconded by Maria Caravati. Motion passed.

Kevin Velvikis (Pacett's Music) asked about what efforts could be made to remove snow from downtown sidewalks. Chris Naumann plans to meet with City Public Works staff to determine their capacity to do this.

Meeting was adjourned at 9:53 am.