



**DOWNTOWN
KENOSHA**

*KENOSHA LAKESHORE BUSINESS
IMPROVEMENT DISTRICT*

THURSDAY, December 17, 2015
KENOSHA AREA BUSINESS ALLIANCE
5500 6TH AVENUE, SUITE 200
8:30 AM

CALL TO ORDER/ROLL CALL

- I. Approval of Minutes of September 17, 2015**
- II. Chairman Comments (5 min.)**
- III. DKI Main Street Updates (20 min.)**
- IV. Budget & Direction for 2016 (20 min.)**
- V. Open Items & Discussion (10 min.)**
 - a. Open Items**
 - 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~~



THURSDAY, September 17, 2015
KENOSHA AREA BUSINESS ALLIANCE
5500 6TH AVENUE, SUITE 200
8:30 AM

Meeting Minutes

PRESENT: Deanna Goodwin, Scott Holloway, Zohrab Khaligian, Paul McDonough,
Lou Molitor, Ray Roberts, Mike Thomey

GUESTS: Don Miller, Christopher Naumann

CALL TO ORDER/ROLL CALL

The meeting was called to order at 8:33am by Chairperson Paul McDonough. A quorum was present.

1. APPROVAL OF MINUTES OF JUNE 18, 2015

A motion was made by Lou Molitor to approve the June 18 meeting minutes, seconded by Ray Roberts. Motion passed.

2. CHAIRMAN COMMENTS

Paul McDonough commented that this summer's events had great weather and attendance which was a big boost to Downtown businesses and that there are still events coming up including the Festival of Cartooning, Scoutopoly, Fall Festival and Lightin Up. Paul mentioned what a wonderful job the KAC and Dream Playground effort did and what a great example for volunteer recruitment and fundraising. Paul also mentioned that the Kenosha Community Foundation is assisting an effort by the Kenosha Art Association, to renovate the former Kresge Building at 58th Street & Sixth Avenue into a Kenosha Creative Space, - a community arts center.

3. DKI MAIN STREET UPDATES

Downtown Director Christopher Naumann presented updates on the great attendance at events occurring over Labor Day Weekend, outside visitors at HarborMarket, DKI executing a new insurance policy which relieves the BID from maintaining insurance,

Wisconsin BID directory and levy rates for other BIDs, proposed renewal of the DKJ funding partners, historic walking tour guides, progress on facade design guidelines, Heritage House project, progress on downtown WIFI, active Ambassador program, State of the Downtown meeting on October 21, VIP arts fundraiser in October, installation of wayfinding signs and creating banners, open container event ordinance, and presenting numbers on downtown occupancy and vacancy rates. Additional discussion on Small Business Saturday on whether this will be a Chamber effort in the Uptown area only or also include a Downtown social media effort

4. BUDGET & DIRECTION FRO 2016

A suggestion was made by Paul McDonough to keep Streetscape at \$25,000, increase Promotion to \$25,500 (but delete listing the \$1000 sponsorship for Bowls & Books which is being reduced to \$500 and will eventually be eliminated from the budget) and to reduce Administration to \$29,500 by eliminating \$1000 for insurance (picked up by DKJ Board). Based on this suggestion, a motion was made by Zohrab Khaligian to approve the budget below, seconded by Lou Molitor:

BUDGET

<i>Income:</i>		<u>\$80,000</u>
<i>Assessment of Property</i>		80,000
<i>Expenses:</i>		<u>\$80,000</u>
<i>Streetscape</i>		25,000
<i>Flower Baskets</i>	25,000	
<i>Promotion</i>		25,500
<i>Advertising/Marketing</i>	25,500	
<i>Administrative</i>		29,500
<i>Staff</i>	25,000	
<i>Annual Audit</i>	3,500	
<i>Monthly Bookkeeping</i>	1,000	

Motion passed.

5. OPEN ITEMS & DISCUSSION

Don Miller, owner of Fusion, downtown resident, member of the Mayor's Commission of the Arts and founder of the Kenosha Performing Arts Association, introduced himself

Meeting was adjourned at 9:33am.