



*KENOSHA LAKESHORE BUSINESS  
IMPROVEMENT DISTRICT*

**THURSDAY, June 16, 2016**  
**KENOSHA AREA BUSINESS ALLIANCE**  
**5500 6TH AVENUE, SUITE 200**  
**8:30 AM**

*CALL TO ORDER/ROLL CALL*

- I. Approval of Minutes of March 17, 2016**
- II. Chairman Comments** (5 min.)
- III. DKI Main Street Updates** (20 min.)
- IV. Direction for 2017** (20 min.)
  - a. Wisconsin BID comparison**
  - b. Budget Process**
  - c. Officers election**
  - d. other**
- V. Open Items & Discussion** (10 min.)
  - a. Open Items**
  - b. Next meeting / Agenda items**

***ADJOURNMENT***



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**THURSDAY, March 17, 2016**  
**KENOSHA AREA BUSINESS ALLIANCE**  
**5500 6TH AVENUE, SUITE 200**  
**8:30 AM**

**Meeting Minutes**

**PRESENT:** Deanna Goodwin, Maria Caravati, Scott Holloway, Mark Johnson, Don Miller, Paul McDonough, Lou Molitor, Mike Thomey

**GUESTS:** Christopher Naumann

**CALL TO ORDER/ROLL CALL**

The meeting was called to order at 8:30 am by Chairperson Paul McDonough. A quorum was present.

**1. APPROVAL OF MINUTES OF December 17, 2015**

A motion was made to approve the December 17 meeting minutes, seconded by Lou Molitor. Motion passed.

**2. CHAIRMAN COMMENTS**

Paul McDonough commented that there continues to be strong positive momentum with respect to our lakefront Downtown. DKI, our Main Street Organization, continues to build it's volunteer base, and the four (4) volunteer committees continue to evolve. There has been a lot of positive feedback from Downtown businesses and property owners.

**3. DKI MAIN STREET UPDATES**

Downtown Kenosha Inc. Executive Director Christopher Naumann presented updates

- **Kenosha Expo 16**; DKI participated with a booth, which was staffed with our volunteer DKI Ambassadors. Lou Molitor, Chamber of Commerce President, discussed the overall successful well-attended expo.

- **Downtown Clean-Up Day** coming, on Earth Day, Friday April 22<sup>nd</sup>, 9 – 5. We are hoping for *200 volunteers this year!*

- **Main Street Awards**, DKI submitted 7 award applications for the Wisconsin State Main Street Awards program. Good news! 2 of our projects; the Kenosha Mural project, and the 2015 Restaurant week will be recognized at the awards ceremony.

- **Design Guidelines**, The Design committee has finished an extensive Design Guidelines guide to rehabilitation, renovation, and new construction within our downtown! The Guideline will be accessible from our web site in the future.

- **Easter Egg Hunt**, the Easter Egg Hunt will be held on Saturday March 26, from 10 – 12. With the Egg hunt beginning at 11:15. Last year we had over 1,300 participants, we hope to have over 1,500 this year. Over 4,000 eggs have been ordered, and volunteers will stuff nearly 10,000 pieces of candy or toys. A stuffing party will be held at Frank's Diner at 4 pm on Saturday March 19<sup>th</sup>.

- **Restaurant Week** Deanna & Chris discussed this very successful event, in it's 2<sup>nd</sup> year! There were 21 participating restaurants, and we received a great boost in media attention, largely in part of the Kenosha Conventions and Visitors Bureau, who obtained a \$14,000 JEM (Joint Effort Marketing) Grant from the Wisconsin State Department of tourism. Thousands of visitors came from outside our county!

- **Snow Daze Event** Our 2016 Snow Daze event, on 2<sup>nd</sup> Saturday in February had over 40 participating downtown businesses, with a live Ice carving demonstration and activities at Simmons Library. It drew approximately 800 -1,000 visitors over the weekend, despite the bitter cold.

#### **4. DIRECTION FOR 2016**

The BID will continue to join the Kenosha Chamber of Commerce, The Kenosha Area Business Alliance, The City, The Kenosha Area Convention and Visitors Bureau, The County, in supporting Downtown Kenosha Inc. This non-profit, Main street organization is our definitive organization with respect to downtown revitalization efforts. DKI utilizes the four volunteer committees of; Promotion, Design, Economic Restructuring, and Organization.

#### **5. OPEN ITEMS & DISCUSSION**

Meeting was adjourned at 9:30 am.