



KENOSHA LAKESHORE BUSINESS
IMPROVEMENT DISTRICT

THURSDAY, September 15, 2016
KENOSHA AREA BUSINESS ALLIANCE
5500 6TH AVENUE, SUITE 200
8:30 AM

CALL TO ORDER/ROLL CALL

- I. Approval of Minutes of June 16, 2016
- II. Chairman Comments (5 min.)
- III. DKI Main Street Committee Updates (15 min.)
- IV. Direction for 2017 (35 min.)
 - a. Wisconsin BID Comparison Review
 - b. BID Budget History & Process Review
 - c. 2017 Budget
 - d. October - Public meeting
 - e. Officer Elections
- V. Open Items & Discussion (10 min.)
 - a. Board membership
 - b. Open Items
 - c. Next meeting / Agenda items

ADJOURNMENT

*KENOSHA LAKESHORE BUSINESS
IMPROVEMENT DISTRICT*

2016 BOARD MEETING DATES

*3rd Thursday, Quarterly
8:30 am*

*Kenosha Area Business Alliance
KABA Board Room
5500 6th Ave, Suite 200*

~~March 17 2016~~

~~June 16 2016~~

September 15 2016

December 15 2016



*KENOSHA LAKESHORE BUSINESS
IMPROVEMENT DISTRICT*

THURSDAY, June 16, 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, Ray Roberts, Kevin Ervin (10 of 11)

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. (10 of 11)

1. APPROVAL OF MINUTES OF March 17, 2016

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

2. CHAIRMAN COMMENTS

Paul McDonough started the meeting by handing out money \$\$\$,

- \$360 of monopoly money. The money represented the average reduction in real estate taxes to the Kenosha Homeowner resulting from TOURISM! (see VisitKenosha.org, or reference Kenosha News article dated April 30, 2016, titled; Tourism a consistent boost to local economy.
- Paul stated the quick Tourism facts;
 - o \$197 MILLION in spending
 - o 8.1% growth year over year
 - o Kenosha #4 in State of Wisconsin
 - o \$22.1 Million in state & local taxes
 - o Jobs! Jobs! Jobs! – 3,164 jobs with \$80 Million in local payroll take

3. DKI MAIN STREET UPDATES

Downtown Kenosha Inc. Executive Director Christopher Naumann presented updates, (joined by board members who are actively involved in the committees).

DKI Main Street Update;

Most Main Street programs take 3-5 years to develop consistent and impactful programming and projects. It takes at least that long to educate the public and motivate volunteers. It takes time to build trust and confidence between stakeholders and evolve events and projects that make a noticeable impact. However, we've already made our mark in our first three years of our existence. DKI has encouraged development in small business expansions, has helped a tenant acquire their building, and have applied slow and steady pressure to remove or stimulate stagnant landlords. We have built public awareness and a consistent stakeholder group that loves our Downtown, and are equally passionate about the cause

DKI has time and time again been the entity on the street that has been engaged, connected, and is starting to make things happen. For an organization that is only 3 years old, it is a big accomplishment

However, we are running into growing pains. As we find our place in Downtown and the Community, we find our role and our partnerships also evolving. DKI has been incubated the past 3 years, with generous support offered by KABA, The Chamber of Commerce, KACVB, the City, BID, and our other business partners. We are not sure if KABA and the City will continue this support. We expect to know more in the coming weeks, possible later today after the DKI board meeting.

DKI produces a quarterly scorecard, showing updates to statistics it collects on progress on Downtown. This scorecard is offered to the supporting partners. Efforts are being made to put this document online through the DKI website over the next months. DKI also communicates regularly with a monthly consumer newsletter distributed to over 2,000 subscribers, and maintains a business contact list of over 700, which uses to periodically send business related updates to those stakeholders.

Design Committee

Design Guidelines - Our Design Guideline 1st Edition is finalized and print editions are available by request. We are running a limited edition of printed copies for distribution, and have a digital version we are happy to also make available to interested parties.

Promotions Committee

- Easter Egg Hunt - Easter was a fantastic event for the 4th year! Nearly 1,400 people attended the event at Library Park. Over 8,000 eggs were prepared with candy by volunteers and a DJ on site played music to the crowd. Several partner organizations sent mascots for pictures, and our sponsors were very happy with the outcome. Robin's Nest Cakery, a participating business, received over 44 coupons back the day of the event from people taking advantage of her business special. Other businesses saw morning breakfast traffic and some took advantage of the crowd by offering morning specials.

- Restaurant Week Deanna & Chris discussed this very successful event, in it's 2nd

received over 1,000 guest surveys, with lots of positive mentions of value. There is 1 year left on the JEM grant, a 3 year grant obtained by Kenosha Area Convention and Visitors Bureau, from the Wisconsin State Department of Tourism. Thousands of visitors came from outside our Kenosha County!

- Craft Beer Week – Block Party This first year event was a tremendous success, thanks to the many volunteers and PUBLIC Craft Brewing Co.

Organization Committee

Downtown Clean-up Day - Our spring clean up day, on Earth Day, had over 220 volunteers participating, including 150 middle school students, and chaperones from Harborside Academy, 25 adults with disabilities from Bridges program and lakeside Curative, in addition to over 40 regular volunteers.

Ambassador Program - Our Ambassadors continue to do a terrific job! They are at HarborMarket every Saturday, also during numerous downtown events, like Craft Beer week, PB & Jam concerts, taste of Wisconsin, etc.

Main Street Visitors - DKI hosted over 54 visitors from the National Main street conference to our downtown, in which they were very complimentary, especially on the uniqueness of the historical streetcar connecting the lake to the Metra train station.

Main Street State Awards - DKI should be very proud of our Downtown Volunteers. At the 25th Annual Wisconsin Main Street Awards recently held in Marshfield, WI. 16 delegates from Kenosha received 2 project awards for projects in the categories of "Best Public Improvement Project: Kenosha Murals" and "Best Image Campaign/Event: 2015 Downtown Kenosha Restaurant Week". We also acknowledged Kevin Ervin as Honorary Board Member of the Year, and Downtown Ambassador Bob Lichter as DKI Volunteer of the Year. The event attracted over 250 people from over 30 state Main Street programs statewide. We now have three project awards over the past 2 years of participating in this event. For a new program, this is significant as these are juried, competitive awards.

E/R Committee

Façade Program - We completed a draft for our Façade Improvement Program Presentation, and are beginning to present to local bankers and representatives of financial institutions. This sort of effort takes time & energy to build momentum behind.

Good news! The Kenosha Community Foundation has pledged \$1,000 towards seed money for this program.

4. DIRECTION FOR 2017

Paul handed out a fact sheet on Wisconsin Business Improvement Districts. The quick facts are;

Wisconsin BID's;

- 85 BID's in Wisconsin
- Average annual operating budget of \$194,494
- Highest Milwaukee #21 @ \$3,133,967
- Lowest Eau Claire (1 of 3) @ \$11,500
- Average BID assessment is \$2.64/\$1,000
- Highest; Milwaukee #32 @ \$6.60/\$1,000

Our BID, by comparison;

- Our 2016 Budget was \$80,000
- Converted to a mil rate it would be; \$1.50/\$1,000
- Our bid budget in 2005 was \$131,146
- Our median payment per tax parcel was \$204

There was open discussion about the converting to a Mil Rate mechanic vs a set budget line mechanic. This would provide a consistent tax rate annually vs. one that fluctuates annually to meet a set budget line. A fixed rate without a cap would allow the BID to grow new future downtown development and investment, etc. However, the fixed rate mechanic also allows collection totals to decrease if valuations go down in the District.

There was open discussion about the possible need to increase funding and resources for DKI, should KABA and possibly the City, not renew their funding agreements. The current contribution by KABA is \$20,000 cash and another \$12,000 in-kind, and the City is \$25,000. We will know more about this after the June DKI meeting.

A motion was made, and seconded, that no matter what the 2017 budget amount is, that we would recommend converting the budget into a Mil rate. Motion passed. The rate amount, TBD, would be discussed in the next mtg, once we have some preliminary 2017 DKI budget information.

A discussion was had that we should have a public meeting, perhaps at one of the museums, after we know the figures, etc. We will set the details of this meeting, at the next BID board meeting in September.

5. OPEN ITEMS & DISCUSSION

A request was made to elect our board officers for 2017 at the next meeting as well, and it will be on the agenda.

Meeting was adjourned at 9:30 am.