



KENOSHA LAKESHORE BUSINESS
IMPROVEMENT DISTRICT

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

CALL TO ORDER/ROLL CALL

- I. Approval of Minutes of October 20, 2016
- II. Chairman Comments (5 min.)
- III. Direction for 2017 (45 min.)
 - a. 2016 Year Recap
 - b. 2017
 - c. Officer Elections
- IV. Open Items & Discussion (5 min.)
 - a. Open Items
 - b. 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~~

~~October 20 2016~~

~~December 15 2016~~

**KENOSHA LAKESHORE BID BOARD
OCTOBER 20, 2016**

PRESENT: Maria Caravati, Kevin Ervin, Deanna Goodwin, Scott Holloway, Mark Johnson, Zohrab Khaligian, Paul McDonough, Don Miller, Lou Molitor

GUESTS: Alderperson John Fox, Bes Bejrani, Rob Greskoviak, Mark Hudyk, Alex Kudrna, James Lawson (Kenosha News), Francisco Loyola, Jim Matzur, Christopher Naumann, Chuck Gierl

CALL TO ORDER/ROLL CALL

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

1. APPROVAL OF MINUTES OF SEPTEMBER 22, 2016

A motion was made by Mark Johnson to approve the September 22 meeting minutes, seconded by Lou Molitor. Motion passed.

2. CHAIRMAN COMMENTS

Paul McDonough thanked the board for serving and commented that the members represented all aspects and segments of the downtown.

3. DIRECTION FOR 2017

Paul McDonough explained that the withdrawal of financial support from the City & KABA has left DKI with a gap which can be made up by increasing our mill-rate from \$1.50 to \$2.50. Paul further explained that the average mill-rate of all Wisconsin BIDs is \$2.65, while the average mill-rate for our peer group is closer to \$3.50. A handout for select properties was distributed showing that the proposed new assessment payments would be less than the assessment payments from 1985 when the BID was first created.

General discussion ensued and the following comments were made:

- * City and KABA should contribute instead of relying mostly on the BID assessment
- * Reduce projects, such as eliminating the flowers
- * Go to a mill-rate in order to allow for growth
- * BID does not do enough in the Harborside area
- * It may take a year to bring the City and KABA back to making contributions
- * Need to move forward and increase; dissolving the BID is not feasible
- * Can't eliminate the flowers because they are part of our identity
- * Support the increase and pressure the City to come back and contribute
- * Stop drawing a distinction between Downtown and Harborside; community survey showed that customers recognize all of downtown as downtown
- * Sit down and meet with other property owners to discuss other assessment methods
- * Is there an overlap or conflict between DKI & BID and should DKI be raising their own funds

- * If director is eliminated we would lose Main Street designation
- * Other BIDs get municipal support, shouldn't penalize property owners for loss of funding
- * Hoped there would be a compromise

A motion was made by Maria Caravati to increase the mill-rate to \$2.50, seconded by Mark Johnson.

Following discussion, an amendment was made by Kevin Ervin to eliminate the flowers for 1 year and lower the mill-rate accordingly, seconded by Don Miller.

Following discussion, the amendment was withdrawn.

A new amendment was made by Kevin Ervin to increase the mill-rate to \$2.25, seconded by Don Miller. The motion failed 3-6.

The original motion was then approved 7-2.

Meeting was adjourned at 10:00am.