



**KENOSHA LAKESHORE BUSINESS IMPROVEMENT DISTRICT
QUARTERLY BOARD MEETING
THURSDAY, SEPTEMBER 21, 2017, 8:30AM
KENOSHA AREA CHAMBER OF COMMERCE – CONFERENCE ROOM
600 52TH ST, SUITE 130**

CALL TO ORDER/ROLL CALL

- I. Citizen's Comments**
- II. Approval of Minutes of June 15, 2017**
- III. Chairman Comments**
- IV. Treasurer's Report**
 - A. Financial status**
- V. 2018 Proposed Budget & Operating Plan**
- VI. 2018 BID Board Appointments**
- VII. Directors Comments**
- VIII. Open Items & Discussion**
 - A. Business Outreach Committee**
- IX. Next Meeting/Agenda**

ADJOURNMENT

FUTURE 2017 BID BOARD MEETINGS

Kenosha Area Chamber of Commerce Conference Room, 8:30am

~~**March 16, 2017**~~

~~**June 15, 2017**~~

September 21, 2017

December 21, 2017

**KENOSHA LAKESHORE BID BOARD
JUNE 15, 2017**

PRESENT: Maria Caravati, Deanna Goodwin, Scott Holloway, Mark Johnson, Zohrab Khaligian, Lou Molitor, Mike Thomey

GUESTS: Nicole Thomsen

CALL TO ORDER/ROLL CALL

The meeting was called to order at 8:35am by Chairperson Lou Molitor. A quorum was present.

1. CITIZEN COMMENTS

Nicole Thomsen has been visiting businesses in the construction zone has part of her BRE visits. There are some concerns with the customer access, but for the most part businesses are happy with what will be the end result. Nicole also explained that she attended the ICSC (shopping center convention) in Las Vegas along with the Kenosha team that is working on the County-wide retail strategy. Nicole was able to meet with 12 developers and is following up with 4-5 in order to get their brokers to come to Kenosha.

2. MINUTES FROM MARCH 16 REGULAR MEETING & MAY 5 SPECIAL MEETING

A motion was made by Deanna Goodwin to approve the March 16 meeting minutes, seconded by Zohrab Khaligian. Motion passed

A motion was made by Mark Johnson to approve the May 5 special meeting minutes, seconded by Scott Holloway. Motion passed.

3. CHAIRPERSON COMMENTS

Lou Molitor has also visiting businesses in the construction zone and although there is some stress they are remaining positive. Maria Caravati asked why there isn't signage promoting that businesses are open and Lou will follow up at the DKI meeting. There is also the issue of business owners and employees parking in front and not in the back of their businesses.

4. TREASURER'S REPORT

- a. **Financial Status** – current balance is \$26,133
- b. **Audit** – audit found no issues with our finances and a copy has been posted on the DKI website
- c. **Other** - none

5. DIRECTORS COMMENTS

Already covered under Citizen Comments (this agenda item can be removed)

6. BUSINESS OUTREACH COMMITTEE

Nicole has just started meeting with business and property owners, so she needs more time to collect their pros and cons of the downtown, DKI and BID to then schedule an open house to discuss some of those pros and cons. Lou Molitor suggested that a 6th Avenue Construction ribbon cutting party/event may be a good way to bring businesses together.

7. OPEN ITEMS & DISCUSSION

Maria Caravati, Zohrab Khaligian and Nicole Thomsen met to discuss the Adopt a Flower Basket program. The 3 recommended that the program be revived with a \$200/basket program. Maria will investigate a new plaque that can be wrapped around poles instead of glued on so that they can be removed at the end of each season; the new program will specify that it is an annual (not lifetime) sponsorship. Nicole will prepare a new program sell sheet. A motion was made by Zohrab to revive the Adopt a Flower Basket program, charge \$200 per basket on an annual basis, investigate a wrap around instead of adhesive plaque system, and re-introduce the program for the 2018 season (although if someone wants to sponsor a basket this year we can figure out how to recognize them), seconded by Maria. Motion passed.

Deanna Goodwin explained that the DKI website is being revamped, which will include a new calendar system similar to what the Kenosha News uses and articles from the Downtown Kenosha magazine published by Happenings Magazine.

8. Next Meeting/Agenda

Thursday, September 21, 8:30am

ADJOURNMENT

Meeting was adjourned at 9:20am.

**Kenosha Lakeshore Business Improvement District
812 56th Street
Kenosha, WI 53140**

October 24, 2016

The Honorable John M. Antaramian
City of Kenosha
625 - 52nd Street
Kenosha, WI 53140

Dear Mayor Antaramian:

The purpose of this letter is to submit the Kenosha Lakeshore Business Improvement District's (BID) 201 Operating Plan and Budget for the City of Kenosha's review and approval per Section 66.1109(3)(b) of the Wisconsin Statutes. The operating plan and budget was adopted by the Kenosha Lakeshore BID Board on October 20, 2016.

The BID is requesting that the mill rate of \$2.50/\$1000 of assessed value be established for 2017. We estimate that this will generate a proposed 2017 budget of \$125,000.

Please contact me at 653-4030 if you require any additional information.

Sincerely,

A. Zohrab Khaligian
Secretary

enclosure

cc: Alderperson John Fox, Second District
Michael Higgins, City Assessor
Debra Salas, Clerk/Treasurer
Carol Stancato, City Finance Director

2017 PROPOSED OPERATING PLAN & BUDGET

Kenosha Lakeshore Business Improvement District

MISSION STATEMENT

To create a livable, vibrant space which is sensitive to our historic roots, with significant activities and jobs that make it a destination for the region.

GOALS & OBJECTIVES

Reduce Vacant Commercial/Residential Properties

Create a Comprehensive Advertising & Marketing Campaign

Promote Cooperation with the City to Beautify the BID, Update Infrastructure and Preserve Historic Heritage

Promote Cooperation & Communication in the BID

BUDGET

<u>Income:</u>		<u>\$125,000</u>
Assessment of Property		125,000
<u>Expenses:</u>		<u>\$125,000</u>
Streetscape		25,000
Flower Baskets	25,000	
Promotion		25,500
Advertising/Marketing	25,500	
Administrative		74,500
Staff	70,000	
Annual Audit	3,500	
Monthly Bookkeeping	1,000	

SPECIAL ASSESSMENT

The Lakeshore BID is requesting that a mill rate of \$2.50/\$1000 be established.

BOARD OF DIRECTORS

Maria Caravati (Equinox), Kevin Ervin (Franks Diner), Deanna Goodwin (KACVB), Scott Holloway (resident), Mark Johnson (Schlax/Christensen & Lee), Zohrab Khaligian (Department of Community Development & Inspections), Paul McDonough (Clovis Point), Don Miller (Fusion), Lou Molitor (Kenosha Area Chamber of Commerce), Ray Roberts (resident), Mike Thomey (Thomey Financial Services)