

BID #44 minutes of July 28 2015

APPROVED AT AUGUST 26 2015 MEETING

ATTENDANCE

The meeting was called to order by President Lee Barczak at 6:pm at the Bay View Library

Present were Lee Barczak, Mary Ellen O'Donnell, Laurie Swofford, Joyce Parker

Absent: ELAN PELTZ, MARYJO MCBURNEY, JOHN TOUNTENHOOFD

MINUTES Joyce Parker

The minutes of June 24, 2015 were motioned to approve by O'Donnell, 2<sup>nd</sup> by Swofford. Motion carried

TREASURER'S REPORT Laurie Swofford

Treasurer's report is included with these minutes.

BAYVIEW ART STOP UPDATES Lee Barczak

- \* \$12K has been paid, \$15,124 is remaining. A walk through will be scheduled with Kotze to assess corrections made and to review change orders formerly verbally approved.
- \* Lights are not fully operational. Electrician to be contacted about repair. Issue to be discussed with Kotze.
- \* Routine clean-up is being conducted as planned.
- \* Barczak will assign volunteer, Natalya to check on grass and maintenance needed.

VISIONING AND DEVELOPMENT Lee Barczak, chair

- \* Faust building design changed and okayed by DCD. Next steps are subsequent.
- \* There are no new tenants for the King building as yet.
- \* Café Corazon will occupy Johnny's Carnival space.
- \* La Tereza will take the former Chocobella store
- \* Wild Haven Fiber Co. Will move next to the Cutting Group
- \* Bumstead provisions succeeds ReThreads
- \* Other new business and developments are also underway.
- \* No date has been set for a development forum.

STREETSCAPE Mary Ellen O'Donnell, chair

\* Susan Nolan, owner of Cream City Swirl has joined the streetscape committee. Susan teaches art in the MPS system and has a background in design

\* Committee members are:

Mary Ellen O'Donnell	414-688-2870	<a href="mailto:meod123@gmail.com">meod123@gmail.com</a>
<a href="mailto:Inunn@gmail.com">Ian Nunn</a>		<a href="mailto:Inunn@gmail.com">Inunn@gmail.com</a>
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<a href="mailto:Jeremy@newaukee.com">Jeremy Fojut</a>	414-732-0998	<a href="mailto:Jeremy@newaukee.com">Jeremy@newaukee.com</a>
<a href="mailto:lbarczak@morgankenwood.com">Lee Barczak</a>	414-322-0811	<a href="mailto:lbarczak@morgankenwood.com">lbarczak@morgankenwood.com</a>
Carisse Ramos	414-704-4892	<a href="mailto:cramos@morgankenwood.com">cramos@morgankenwood.com</a>
<a href="mailto:susannolan@att.net">Susan Nolan</a>	<a href="http://www.creamcityswirl.com">Cream City Swirl</a>	<a href="mailto:susannolan@att.net">susannolan@att.net</a>

- \* All hanging baskets are doing well, watered as contracted.

\* The DPW's Silva Cell tree project for the BID is being reviewed and revised due to budget concerns. Alternatives are being considered, including the number of trees. There will be an update available by the next Board meeting. .

\* The Streetscape committee held 3 community input meetings in June and issued an online survey soliciting input from the community on streetscape amenities, such as signage ,public art, use of public space's, green spaces, public seating, safety, etc. As of this meeting there were 95 responses. A complete summary report has been filed with the BID documents and is available upon request.

\* Parker asked about the possibility of utilizing the small street near the Memorial and the BMO Harris bank. O'Donnell said many of the survey respondents indicated that there are enough public spaces such as Humboldt Park, Zillman Park, Morgan Park and South Shore Park that are under utilized . In light of this response and in consideration of other factors as the limited amount of time left in the summer, the cost of permits and insurance, and the need for a event coordinator, it was decided to table this project for 2015.

#### SAFETY AND COMMUNITY McBurney, chair

\* There was no report due to the absence of McBurney

#### EVENT COORDINATION , Lee Barczak, chair

\* Barczak said the response to the bike race was positive this year. This is money left over, which will be used toward the event next year.

\* Other events are under consideration.

#### WEBSITE By Walczak

\* Walczak is adhering to the original requirements

\* Important issues are: members only page, income producing, corporate sponsorships, basic and vision applications, maps, sales and rentals in the district, events calender, What's new section, Face book and other resources and website maintenance.

\* We can update the site ourselves.

\* Showed before and after applications

\* The BID site is a directory, focusing on images and upcoming events

\* There is an online form to fill out , go to Walczak to list information

\* It is simple for new business to get into the site. Facebook will be available and directed to businesses.

\* Enhanced images would be charged individually, and would not be charged to the BID. The charges will depend upon length and content of additions.

\* Social media, instagram, face book are all areas of interest.

\* Dining, events, shopping are areas of interest. .

\* A statement that since the ages of 25 to 35 permeate the district, neighborhood news, promos, sales and events are desirable and should target that demographic.

\* Indirect sales are desirable

\* Since the presentation in January, the site is refocused. Business aspect is suggested as a major thrust

\* Walczak can get sizable discounts for advertising as the Bike Race.

- \* More emphasis should be on the BID and what is being accomplished for the district.
- \* Business opportunities. membership mission, an effort to highlight the area to get more results.
- \* 56% is applied to social media, 10% to web development and the balance to web postings.
- \* The BID monthly fee is \$900.00 to update, maintain the site and social media Barczak said that BID #44 pays 20% of the yearly budget to Walczak. Walczak commented that other BIDS allocate 30 or 40% to their websites. He said that 3 to 4 hours a week are necessary to work on the site. More hours should be delegated. Walczak now spends 3 to 4 hours a month which he maintains is not sufficient.
- \* The BID now owns the domain.
- \* Carisse said that one page of a web social networking service that is free. She showed her version containing everything that the current website has. Directory, entertainment, shopping, committee members, streetscapes survey, etc.
- \* Barczak asked that the board create questions regarding the website, so decisions can be made.

#### DATA COLLECTION -Joyce Parker, chair

- \* Parker is awaiting information from the intern, Montavius, given to him weeks ago.
- \* O'Donnell asked what percentage has been completed, Parker responded 30% as of this evening.

#### NEW BUSINESS

- \* With regard to the audit—more information has been researched as to the handling of receipts, etc. Swofford will be given guidelines from the auditors that need to be followed. The 2014 audit will be completed soon as well as the CPA information.
- \* A debit card has been issued to O'Donnell to dispense small sums to cover invoices. There is a limit of \$500.00.
- \* A motion was made by Parker to make the information about graffiti removal kits that can be purchased at a nominal fee to all business owners. 2<sup>nd</sup> by O'Donnell. Motion carried. The city will supply a matching grant to cover the cost.
- \* The BID was approached by a Bay View Frolic Parade organization to become involved. \$35,000.00 to 40,000.00 is needed to cover the cost of the parade. The group has already received \$2,000.00 at this time.

#### PUBLIC COMMENTS

- \* There were questions about the survey. It was designed to discover the areas of public interest. It is available to anyone who requests it..
- \* Duffy asked chair O'Donnell if the information would be acted on. O'Donnell stated that at the moment, it is a vehicle for gathering information.
- \* A motion was made by Swofford to adjourn the meeting, 2<sup>nd</sup> by O'Donnell at 8:pm motion carried

Respectively submitted,  
Joyce Parker, Sec.

