

BID#44 MINUTES OF AUGUST 26, 2015

to be submitted for approval at the September 15, 2015 meeting

The meeting was called to order by president Lee Barczak at the Bay View Library at 6:pm
Present were Mary Jo McBurney, Mary Ellen O'Donnell, Laurie Swofford, John Toutenhoofd,
Joyce Parker and Lee Barczak Absent was ELAN PELTZ

TREASURER'S REPORT, Laurie Swofford, chair

- * \$350.00 has been returned to the money market account from a surplus accumulated from the bicycle race..
- * Streetscape expenditures will be returned to the money market account when the city grant and loan are transferred to the BID #44 account.

MINUTES, Joyce Parker, Secretary

- * The minutes of July 28, 2015 were not approved due to the late arrival of secretary Joyce Parker, They will be presented at the next meeting.

BAY VIEW ART STOP, Lee Barczak, chair

- * A meeting will be scheduled for a walk through with Kotze to address the corrections made to the art stop.

VISIONING AND DEVELOPMENT, Lee Barczak, chair

- * 3-4 panels will be established for the development process
- * Venues are being pursued to accommodate attendees. Information will be on the BID website.
- * There are options being explored and more information gathered with regard to an Architectural Review Board, a group of qualified people will comprise the review board.
- * Toutenhoofd asked if there would be a process to preview permit requests, Barczak replied that the developer would come to the board first and be given guidelines. Nothing is concrete at the moment.
- * There was a large turnout at the scheduled meeting
- * There is a concern for more transparency concerning matters taking place in the district.

STREETSCAPE , Mary Ellen O'Donnell, chair

- * Free trees from the city is delayed until next spring. The number of trees will be based on the cost of installation. Silva Cell trees may be reduced due to the cost. Perhaps standard trees will be given.
- * The new plantings at the art stop are doing well. 2 areas are left with the original planting and will be assessed next spring, 2016, as to possible removal and replanting.
- * The streetscape survey was emailed to the expanded list of business and property owners. 15 additional replies have been received. The survey will remain open and monitored for the next few weeks.

- * Survey monkey was used. It has a limit of 100 responses to any one survey. To extend the time, 2 more months of survey monkey subscription was paid: \$52.00. The streetscape credit card was used and the receipt sent to Laurie Swofford, treasurer.
- * Total responses at the moment is 114.
- * BVNA approached the BID to partner with them on the replacement of the torn or missing pole banners.
- * Toutenhoofd asked about seasonable banners. O'Donnell said that the possibility had been reviewed and the result was that they would be very costly.
- * Since there are 40 pole brackets from Becher to Oklahoma, 8 additional will be added from Oklahoma to Morgan, bringing the total to 48. There are 23 on Oklahoma Ave and 16 on Howell Ave bringing the total to 87.
- * New banners will replace the old, using existing hardware already there. New hardware will be added between Oklahoma and Morgan. Expenses will be limited to banners and installation.
- * The total cost is estimated at \$10,000.00 to \$15,000.00. BVNA and the BID will work together to refine the budget.
- * BVNA will seek a grant for the project. The goal is to keep the cost to \$5,000.00 for each organization.
- * Art work is being developed by Sarah McCann. She has offered to donate her time and the image to the effort.
- * BVNA and BID logos will be added to the bottom of the banners.
- * A motion was made to continue the work and approve up to \$5,000.00 from the BID to use streetscape funds to replace the banners and to install new banners from Oklahoma to Morgan by O'Donnell, 2nd by Swofford. All agreed except Parker, who questioned survey comments that banners were on the bottom of the wish list, and asked about the gateway signage that had been proposed at a previous meeting. Motion carried.

SAFETY AND COMMUNITY, McBurney, chair

- * McBurney met with officer Felix . Suggestions were: Use negative space with lighting, provide an art cross walk to slow down traffic and use traffic signage that shows the speed of each car.
- * Speed bumps are not allowed because KK is a highway.
- * Data should be collected and presented to the police. Business and property owners can make an appointment with officer Felix for ideas, also contact McBurney with your thoughts.
- * There will be notification on the BID website about workshops to involve the district to coach concerned persons about a variety of incidents and how to deal with them.
- * Businesses should provide lighting front, back and sides of their building. All are key.

EVENT COORDINATION, Barczak, chair

- * Andrew Swofford was introduced to speak of a possible restaurant week for the restaurants in the district.
- * Lunch or dinner would consist of a special menu for a flat fee. For example, \$10.00, \$12.50 or \$15.00 for lunch and \$20.00, \$25.00, \$30.00 for dinner, which would provide an appetizer, entree and dessert. Some steak houses have a price of \$35.00. Lunch menus would vary.

- * There is a fee of \$450.00 for each restaurant to be included. The fee is used for advertising, printing of flyers and posters and social media. Fox 6 would also promote the event each A.M.
- * 20 to 25 restaurants would be needed to launch the project.
- * Swofford has estimated that there are 35 restaurants in the district.
- * The BID would encourage participation with some monetary assistance for the first year.
- * Swofford commented that this project has been enjoying great success in the Milwaukee area.

And after the first year many more venues were interesting in participating.

- * Surveys were taken in the past and can be shown as incentive for the restaurants to take part.
- * A motion was made by Baczak to offer up to a total of \$2,000.00 to be divided among participants to offset the \$450.00 fee.. Will only apply to the first year. 2nd by OíDonnell. Motion carried.
- * Toutenhoofd said that a Bay View printer should be engaged to advertise the event.

* There is an organization to bring back the Frolics parade. \$35,000.00 to \$40,000.00 is needed .
\$3,000.00 has already been donated for the cause. BID financial assistance has been requested.

- * The original parade was just 2 weeks after the 4th of July parade in conjunction with the frolics, so it's been suggested that it take place at another time as a stand alone parade.
- * Morgan Park was discussed as a key destination. Barczak said that it is one of the places under consideration. Perhaps both parks could be used?. All is being discussed.
- * Day long events could take place
- * Costs include floats, marching fees, permits, police protection, etc.
- * More details are needed before there will be monetary commitment from the BID.

WEBSITE AND MARKETING

- * Walczak will work with the BID to cut costs. Carisse has researched options. Suggested are that each chair could be responsible to post changes or information on the website. Tutorials will be created to assist chairs to update their section.
- * Barczak said that the website costs could be reduced 30 to 40%. This can be a trial for the first year to determine the direction the BID will take in the future.

DATA COLLECTION. Parker, chair

- * E mail addresses collected are now at 80%. Work is continuing to finish the project. If anyone has not received any notifications from the BID, kindly submit your request and Email address to Joyce Parker, at joyceparker @prodigy.net

NEW BUSINESS

- * Mark Bodow was introduced as a potential board member. He has provided a resume and is one of the owners of Bumstead Provisions, scheduled to open in November or early December

in the vacant ReThreads building and the Strelow Hardware building. The buildings are owned by Elan Peltz.

- * He has been in the restaurant business since age 15 and is very committed to the BayView area.. Bodow's resume is available upon request.

- * Bumstead will be exclusive in handling Mushrooms by Mike

- * The green space along side of the restaurant will be used as parking with an outdoor patio to be installed in the future.

- * The board went into closed session and it was unanimously voted that Bodow be welcomed as a new BID board member.

The meeting was adjourned at 7:55 pm

Respectively submitted,
Joyce Parker, Secretary