



MERCHANTS OF WHITEFISH BAY AGENDA

April 17, 2020
Virtual Zoom Meeting

Call to Order and Roll Call – Jeff Commer

No minutes, No March Annual Meeting

COVID-19 Discussion

- Gov. Tony Evers extends “Safer at Home” order till May 26th
- Village President and Village Manager – Julie Siegel/Paul Boening
- Executive Director – See attached
- What can we do to help the merchants?
- Marketing/Advertising discussion about the plan for 2020
- Farmers Market?

Bid goals to accomplish 2020

- Electric car charging station.
- Financial Independence
- Larger signs ‘Welcoming you to the BID District’ – Could follow after Councsaul Commons Project
- Lights on posts
- Music

Committee Reports:

Finance-Kevin Schuk

Civic Foundation – Marty

Bay Day May 5th, 2020 -CANCELLED

Old Business:

Annual Meeting Reschedule?

Branding Updating to include:

New design for banners – HS contest – IN PROCESS

New Business:

Goals for 2020

Upcoming Meetings for 2020:

Board Meetings 2020

May 1, 2020

June 5, 2020

July 3, 2020

August 7, 2020

September 4, 2020

October 2, 2020

November 6, 2020

December 4, 2020

Event Schedule for 2020

~~Annual Awards Meeting – March 12, 2020~~

~~Bay Day – May 2nd, 2020~~

Farmers Market – July 10 - October 16, 2020 - NOT CONFIRMED

Art Festival – July 11 – 12, 2020 – NOT CONFIRMED

Side Walk Sale – July 17 – 18th, 2020 - NOT CONFIRMED

Trick or Treat – October 24, 2020

Holiday Stroll – November 27, 2020

Hanukkah – December 10 – 18th, 2020