

MERCHANTS OF WHITEFISH BAY (BID)  
BOARD MEMBERS MEETING MINUTES

April 17th, 2020  
ZOOM Meeting

Present: Jeff Commer, Jamie Lynn Fritsch, Marty Stilling, Paul Boening, Bryan Schauland, Phil Aiello, Katie Commer, Katie Hoven, Tim Blakeslee, Ray Krueger, Lisa Kelly & Riley Kelly (Navy Knot) Stephanie Haacker (Graef) Julie Siegel (Village President), Ray Krueger (CDA) Tom Harris (Gallery 505)

Absent: Ted Balistreri, Kevin Schuck, Charlie Stalle'

8:30 a.m. Meeting called to order by Jeff Commer, BID President

No minutes to approve

Discussion around COVID-19

Conversation:

Julie Siegel Ray Krueger

- At this time Village/CDA does not support giving TIF money business owners, Wauwatosa did a Loan Program
- CDA stance: The Village should not be involved in BID focus should be on how to help businesses navigate through the maze of resources to access the capital from the government.
- Landlord could help tenants access money, do timing and loss regarding leases.
- From the Village perspective there are a number of individuals in the same predicament not just the small business owners on Silver Spring, all 15,000 residents have been affected.

Tom Harris

- This isn't a pay cut, the state made us close our doors

Phil Aiello

- Residents that are now unemployed have the potential to receive 8 weeks of unemployment
- Small businesses can use the PPP, but the money is now gone, and some business could not get money before
- It is possible that TIF money can be used for a loan program for the businesses who could not get a loan?

Julie Siegel

- If that was a possibility we are looking at an 8-week minimum to implement it.

Ray Krueger

- PPP is for small businesses and non-profit, people were told to get on it
- Associated Bank has processed thousands of applications
- This is a national issue, there will be another re-authorization, you need to talk to your banker, get in line so that when it opens again you are ready. Look at next week to see where Congress is on the.
- WFB cannot do in a timely matter that the government can do to meet individual business needs.

Phil Aiello

- Why not? What can we do?

Ray Krueger

- Any program like this set-up we won't have all the money. Loan interest is 1%, loans will be forgivable in 8 weeks, Village cannot act as a bank.

Lisa Kelly

- I had my application in day one, worked with my banker. I did not get any money as they are giving money to big businesses.
- I am very fearful of more empty store fronts.

Ray Krueger

- BID body needs to work as a group to create more leverage

Julie Siegel

- I understand the frustration of the BID, this is affecting everyone.
- I wanted to be on the call to say that the CDA at this point has no interest in putting money out there.
- We are looking at the village as a whole nut just the BID district.

Jeff Commer

- Bryan is there anything that Johnson Bank can do to help?

Bryan Schauland

- JB had 1,700 inquiries and still working on those. At this point unless you are a current JB customer we cannot take on additional non-banking customers.
- If that changes I will let you know.

Ray Krueger

- What will it take for JB to help local WFB Business owners?

Bryan Schauland

- Stance is hard, if you had a business account as of 2-15-2020 we will be able to work with you, we are a national bank and still did not service all of our own customers.

Stephanie Haacker

- For all of us Village and BID to take action and have us itemize all that you are experiencing so that we can see as a group if we can take action.

Tom Harris

- Looking at alternatives from the village, did not think we would get money from them but..

Paul Boening

- Have the building owners given any rent flexibility

Lisa Kelly

- NO

Phil Aiello

- No concession on ren or deferral?

Julie Siegel

- I have heard nothing

Ray Krueger

- Ask your landlord if they have participated in the SBA Program? Tell them you need help.
- Some real estate landlords go money form the ABA in advance as there was money for contractors and employers

Tom Harris

- Maybe the village can give some tax credits for the businesses?

Julie Siegel

- Not sure we can do something like that. Need to look at the village as a whole.

Julie Siegel and Ray leave conversation at 9:05

Group Discussion on what we can do:

- Upset with the village and CDA's response to us
- Need to confirm with Amdur by June 10<sup>th</sup> if we will move forward with the Art Festival
- Added to Website a listing of all businesses and how to access their gift cards.

Tom Harris

- Maybe we look at doing smaller events to replace the big ones, focus on various businesses
- Goal would be to get people back on the street

Katie Hooven

- The WFB Civic Foundation will determine at their May 4<sup>th</sup> meeting if the 4<sup>th</sup> of July will go on

Phil Aiello

- What kind of events can we do that have focus on restaurants, service industry, home goods etc.?
- Individual Days – focus would be small, reach out to businesses and see who want to participate

Jeff Commer

- We should spend out marketing money on the street
- How do we get the word out that we are open?

Lisa Kelly

- Put pressure on State Representatives

Marti Stilling

- We need to meet more frequently
- Encourage Round Table meetings and invite all BID Members, open forum

Next Steps:

Zoom Meeting open to all BID Members scheduled 4-23-2020, 9:00

Evaluated doing a "Passport" promotions

Looking at doing a Video

Meeting Adjourned: 9:43 a.m. Phil and Lisa seconded.

#### Board Meetings 2020

March 6, 2020

April 3, 2020

May 1, 2020

June 5, 2020

July 3, 2020

August 7, 2020

September 4<sup>th</sup>, 2020

October 2, 2020

November 6, 2020

December 4<sup>th</sup>, 2020

#### Event Schedule for 2020

Annual Awards Meeting - March 12, 2020 -

Bay Day – May 2<sup>nd</sup>, 2020 Cancelled

Farmers Market – July 10 - October 16, 2020 Location TBD

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

Side Walk Sale – July 17 – 18<sup>th</sup>, 2020 - NOT CONFIRMED

Trick or Treat – October 24, 2020

Holiday Stroll – November 27, 2020

