

MERCHANTS OF WHITEFISH BAY (BID)
BOARD MEMBERS MEETING MINUTES
February 5th, 2021
ZOOM Meeting

Present: Jeff Commer, Marty Stilling, Paul Boening, , Tom Harris, Phil Aiello, Stefanie Hacker, Bryan Schauland, Katie Commer, Jamie Lynn Fritsch, Emily Clinard and Kevin Schuck, Jon Sagrillo, Tim Blakeslee

Absent: Katie Hoven, Charlie Stalle', Ted Balistreri, Marty Stilling,

8:31 a.m. Meeting called to order by Jeff Commer

January 8th, 2021 minutes approved by Bryan and seconded by Kevin

Paul Boening, Village Manager

- Consaul Commons BID documents are out, due February 9th. Then we will know project budget. Will go to CDA and Village Board.
- BID Board Members terms expire on April 30th, 2021 – Bryan, Jeff and Jon. Each person will get a letter from the village asking if they want to continue.
- Madison overturned the mask order , then there was anew orde. WFB has the local ordinance until March 31st, need to wear indoors still.
- Snow removal will be done on Silver Spring at night.
- Tim did some research, and the village will be replacing the lights on the light poles with a higher end product.

Executive Director Report – See attached

- See attached

Committee Reports

- Design
- Finance – Jon Sagrillo
 - Has all the information, looking at GAP expenses, will provide P & L each month
- Business Outreach – Charlie Stalle', Katie Commer, Paul Boening, Stephanie Hacker
- Promotions/Marketing/Website – Jeff Commer

New Business:

- Food Trucks
 - Falafel truck shows the most interest of being on the street
 - Last year we were able to use distance as a variable for where trucks could part
 - If we want to make more specific, we will have to create an ordinance, BID would be involved in that.
 - Tim will redistribute the Food ruck info at the March meeting
 - Stephanie suggested that maybe they be located on Marlborough

Meeting Adjourned: 9:13 a.m. Jon and Bryan seconded.

Upcoming Meetings for 2021:

Board Meetings 2021

March 5th, 2021

April 2nd, 2021

May 7th, 2021

June 4th, 2021

July 2nd, 2021

August 6th, 2021

September 3rd, 2021

October 1st, 2021

November 5th, 2021

December 3rd, 2021

Event Schedule for 2021

Annual Awards Meeting - March 11th, 2021 8:30 am

Bay Day – April 24th – May 2nd, 2021

Art Festival July 10th & 11th, 2021

Side Walk Sale – July 16th – 17th, 2021 – NOT CONFIRMED

Trick or Treat – October 30th, 2021 – NOT CONFIRMED

Holiday Stroll – November 26th, 2021

Hanukkah – November 28th – December 6th, 2021