

MERCHANTS OF WHITEFISH BAY (BID)  
BOARD MEMBERS MEETING MINUTES  
March 5<sup>th</sup>, 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, Marty Stilling, Katie Hoven, Charlie Stalle',

Absent: Ted Balistreri,

8:33 a.m. Meeting called to order by Charlie Stalle'

January 8<sup>th</sup>, 2021 minutes approved by Bryan and seconded by Kevin

Paul Boening, Village Manager

- Consaul Commons CDA met and renewed BIDs for moving forward with the project. March 15<sup>th</sup> they will present to Village Board if they approve will move forward with the project..
- Mike Young, Police Chief will be retiring on April 16<sup>th</sup> after 8 ½ years. Lt Patrick Wittiger is the acting chief
  - Village will do something for his retirement, BID Board can see what they want to do.

Paul Boening/Tim Blakeslee – Food Trucks – See attached documents

- What is our philosophical decision?
  - Do we need an ordinance?
  - Does it work as of now? Truck gets permit from the village and then parks on Silver Spring. Our goal is just to keep them away from restaurants in WFB.
  - Village Board will go with the recommendation of the BID
  - Jeff Commer – liked with West Allis did – 100' away from any establishment that serves food
    - Paul said that the way WFB has it in a draft ordinance is 50' from restaurant serving food and 50' from a school, we can change that. West Allis has 10' from cross walk , 300' from a school. That would be an issue for us as currently truck park on Silver spring – that is close to SMS and DHS. Would eliminate entire east end of Silver Spring.
  - Stephanie Hacker talked about how on current code a Food truck could go anywhere in WFB. Maybe we need to say where Food trucks can be.
  - Tom Harris have exemptions for personal parties
  - Paul – to clarify there is NO Food Truck ordinance in WFB as of now, we have a business who doesn't have a permanent location get a "transient merchant License" can conduct business from temporary location from the street. That is how the work. If they get a license good for the entire year.
  - Jeff made motion to adapt a 'Food Truck Licensing Program' we add 50' food licensed business – can we do, no limit to residents or location, just in our district.

- Food Trucks on Silver Spring have ruffled feathers when they park in front of a restaurant – that is what we need to address.
- Paul said – do not go forward with full Food Truck ordinance, add sentence to current code or ‘Transient Merchant’ add sentence that you cannot park 50 feet from any existing. Business that serves food and drink restaurant. Would simplify the process.
- Jeff made motion for that keep our ‘Transient Merchant’ add sentence that you cannot park 50 feet from any existing. Business that serves food and drink restaurant. Jamie seconded it.

Executive Director Report – See attached

- See attached

Committee Reports

- Design
- Finance – Jon Sagrillo
- Business Outreach – Charlie Stalle’, Katie Commer, Paul Boening, Stephanie Hacker
  - Will do ‘drip campaign’ to brokers.
- Promotions/Marketing/Website – Jeff Commer

Art Festival

- Never signed a 3-year contract
- Consider a 50/50 split with the Civic Foundation
- Do we need to talk to Merchants on street before hand
- Charlie and Katie will talk to businesses.

Meeting Adjourned: 9:30 a.m. Bryan and Jon seconded.

**Upcoming Meetings for 2021:**

Board Meetings 2021

May 7<sup>th</sup>, 2021

June 4<sup>th</sup>, 2021

July 2<sup>nd</sup>, 2021

August 6<sup>th</sup>, 2021

September 3<sup>rd</sup>, 2021

October 1<sup>st</sup>, 202

November 5<sup>th</sup>, 2021

December 3<sup>rd</sup>, 2021

Event Schedule for 2021

Annual Awards Meeting - March 11<sup>th</sup>, 2021 8:30 am

Bay Day – April 24<sup>th</sup> – May 2<sup>nd</sup>, 2021

Art Festival July 10<sup>th</sup> & 11<sup>th</sup>, 2021

Side Walk Sale – July 16<sup>th</sup> – 17<sup>th</sup>, 2021 – NOT CONFIRMED

Trick or Treat – October 30<sup>th</sup>, 2021 – NOT CONFIRMED

Holiday Stroll – November 26<sup>th</sup>, 2021

Hanukkah – November 28<sup>th</sup> – December 6<sup>th</sup>, 2021