



MERCHANTS OF WHITEFISH BAY (BID)  
BOARD MEMBERS MEETING MINUTES  
October 3, 2025  
Whitefish Bay Village Hall

Present: Kevin Schuk, Jamie Lynn Fritsch, Cathy Panas, Anna Christopherson, Rahim Keval, Lexie Deblitz, Jeff Commer, Charlie Stalle, Joy Vertz and Andrew Garcia.

Absent: Stephen Vebber, Ted Balistreri

8:40 a.m. Meeting called to order by Charlie Stalle.

Minutes approved for 9-5-25 by Jeff Commer, seconded by Kevin Schuk.

Petitions and Communications

- N/A

Whitefish Bay Civic Foundation

- Andrew Garcia shared plans for The Great Pumpkin Festival.
- The Civic Foundation is recruiting new members and encourages the community to share the opportunity with friends and neighbors.

Executive Director Report - Lexie Deblitz

- Discussion on a Grand Marshal for the Holiday Stroll.

Finance -Rahim Keval

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New Business

- The board discussed and adopted the 2026 BID Operating Plan. Motion by Rahim Keval, seconded by Cathy Panas. Unanimously approved.
- The board discussed and approved a fifty percent contribution alongside the CDA for the Silver Spring lights proposal with a cap of \$10k. Motion by Jeff Commer, seconded by Jamie Lynn Fritsch. Unanimously approved.
- The board discussed the BID business survey results.

Anna Christopherson, Assistant Village Manger

N/A

## Adjournment

Meeting Adjourned: 9:57 a.m by Jeff Commer, seconded by Jamie Lynn Fritsch.

## **Upcoming Meetings for 2025**

November 7, 2025

December 5, 2025

## **Event Schedule for 2025**

Sip\*Shop\*Support Local – June 19, 2025

Art Festival July 12-13, 2025

Sip\*Shop\*Support Local – July 17, 2025

Sidewalk Sale – July (24, permit) 25-26, 2025

Sip\*Shop\*Support Local – August 21, 2025

Sounds of Summer – August 16, 2025

Trick or Treat – October 25, 2025

Holiday Stroll – November 28, 2025

Argo Launch Event - December 3, 2025

Hanukkah – December 14 - December 22, 2025