



**Hartland Business Improvement District
Board of Director's Meeting
January 12, 2016, 7:30 a.m.
BID Office, 135 Cottonwood Ave, Hartland, WI**

BID Board Members Present: Tom Brass, Dr. Jim Muenzenberger, Dave Lamerand, Scott Heyerdahl, Jon Wojciechowski, Marilyn Haroldson, Sam Emanuele (arrived late)

BID Board Members Absent: Mike Badani, Steve Berger

Others Present: BID Ex-Officio Member, David Cox and BID Director, Cindy Gardner

Meeting Proceedings

1. Board Meeting Call to Order: Meeting called to order at 7:47 a.m. by BID President, Tom Brass

2. Approval of Agenda: MOTION made by Muenzenberger to approve January 12, 2016 meeting agenda as presented; seconded by Lamerand. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Heyerdahl to approve December 8, 2015 meeting minutes as presented; seconded by Lamerand. MOTION passed unanimously.

4. President report by Tom Brass, BID President

Review of 2015 BID Annual Report. MOTION made by Muenzenberger to approve 2015 BID Annual Report with noted amendments; seconded by Haroldson. MOTION passed unanimously.

Review of 2016 BID Operating Plan. MOTION made by Lamerand to approve 2016 BID Operating Plan with noted amendment for IATA; seconded by Haroldson. MOTION passed unanimously.

5. Financial report by Sam Emanuele, BID Treasurer

None.

6. Committee Reports

a) Marketing Committee report by Dr. Jim Muenzenberger & Scott Heyerdahl, Committee Members

Recap of marketing meeting on January 8:

- 2016 Events to include poker pub walk on February 25, BID member social event on April 20th at Beer Snobs.
- BID commit to 1/6 page ad in the Hartland Chamber of Commerce annual Destination Hartland publication coming out in March.
- Comments on 2016 advertising campaign. Committee working on social media improvements and tag line for downtown Hartland.

b) Design Committee reported by Dr. Jim Muenzenberger, Committee Chair

Meeting on January 8: Comments on possible parking lot improvements at 107-109 E. Capitol Drive, sandwich board sign requirements and permit process, and addition of benches downtown.

Comments by Brass on feedback from resident regarding downtown holiday decorations.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair

No meeting in December. Meeting on January 27.

Brief comments on soliciting for new businesses in Riverwalk commercial building.

d) Executive Committee report by Tom Brass, Committee Chair

No meeting in December.

7. BID Director Report presented by Cindy Gardner, BID Director

Report on business activity in the district: Two new office tenants in 155 E. Capitol Dr., Board & Brush expanding into space next door that was occupied by a salon.

8. State of the Village report presented by David Cox, Village Administrator

Presented a draft of the Resolution Creating the Ice Age Trail Community Committee. Needs to be approved by Village Board.

Riverwalk development ground breaking to start in the next week. Delay due to minor design changes. Occupancy expected at end of 2016.

9. New Business

Heyerdahl - Hartland Chamber After 5 event at Leaves of Change at 5pm

10. Old Business

Emanuele - budget surplus for 2015 is \$916

11. Guest Comments

12. Adjournment

MOTION by Emanuele to adjourn at 9:06 a.m.; seconded by Haroldson. MOTION passed unanimously.

*Next BID Board meeting date is tentatively scheduled for Tuesday, February 9, 2016 at 7:30 a.m.
Minutes submitted by Cindy Gardner, BID Director.*