



**Hartland Business Improvement District
Board of Director's Meeting
February 9, 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, Mike Badani, Steve Berger

BID Board Members Absent: None

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

Meeting Proceedings

Annual Meeting: Hartland BID Annual Meeting commenced at 7:30 a.m. Board members and others present (listed above).

1. Board Meeting Call to Order: Meeting called to order at 7:35 a.m. by BID President, Tom Brass

2. Approval of Agenda: MOTION made by Muenzenberger to approve February 9, 2016 meeting agenda as presented; seconded by Wojciechowski. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Lamerand to approve January 12, 2016 meeting minutes as presented; seconded by Badani. MOTION passed unanimously.

4. President report by Tom Brass, BID President
None

5. Financial report by Sam Emanuele, BID Treasurer
BID Treasurer presented statements of operations and balance sheet through January 2016. MOTION made by Lamerand to approve financial reports as adjusted; seconded by Haroldson. MOTION passed unanimously.

6. Committee Reports

a) Marketing Committee report by Dr. Jim Muenzenberger & Scott Heyerdahl, Committee Members
Recap of marketing meeting on February 5:

- Poker Pub Walk on February 25 from 5-9pm.
- Destination Hartland BID ad - publication coming out in March.
- Ana Alarcon and Elise Miller attended meeting to discuss ideas for Hartland Neighborhood Night Out event in summer. Possible scavenger hunt at downtown businesses, movie in the park, camp out, moonlight walk on Ice Age Trail.

Action Item: Event sponsorship for Hartland Hometown Celebration Parade on June 26, 2016. MOTION made by Muenzenberger to approve sponsorship in the amount of \$500; seconded by Lamerand. MOTION passed unanimously.

b) Design Committee reported by Dr. Jim Muenzenberger, Committee Chair
Meeting on February 5: Comments on future sign grants and sandwich boards.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair
No meeting in January. Next meeting on February 24.

d) Executive Committee report by Tom Brass, Committee Chair

None

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

Report on business activity in the district. A couple of business owners looking for space downtown. Volunteer needed for IAT Committee.

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

Riverwalk development underway. Occupancy expected early 2017.
Village of Hartland Ice Age Trail Committee looking for one representative from the BID.

9. New Business

Comments from Heyerdahl regarding positive feedback he received from an area resident on downtown improvements.

10. Old Business

None

11. Guest Comments

12. Adjournment

MOTION by Haroldson to adjourn at 8:27 a.m.; seconded by Emanuele. MOTION passed unanimously.

*Next BID Board meeting date is tentatively scheduled for Tuesday, March 8,, 2016 at 7:30 a.m.
Minutes submitted by Cindy Gardner, BID Director.*