



**Hartland Business Improvement District
Board of Director's Meeting
June 14, 2016, 7:30 a.m.**

Emanuele & Haut CPAs Conference Room, 142 E. Capitol Drive, Hartland, WI

BID Board Members Present: Tom Brass, Dr. Jim Muenzenberger, Dave Lamerand, Scott Heyerdahl, Marilyn Haroldson, Steve Berger, Sam Emanuele, Mike Badani

BID Board Members Absent: Jon Wojciechowski

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 7:33 a.m. by BID President, Tom Brass

2. Approval of Agenda: MOTION made by Haroldson to approve June 14, 2016 meeting agenda as presented; seconded by Badani. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Muenzenberger to approve May 10, 2016 meeting minutes as presented; seconded by Emanuele. 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 May 2016. MOTION made by Muenzenberger to approve financial reports as presented; seconded by Haroldson. MOTION passed unanimously.

BID Treasurer presented the BID office space rent options from landlord. MOTION made by Heyerdahl to renew lease in the amount of \$350/month starting Sept. 1, 2016 through Dec. 31, 2019 with a release clause in event BID should disband prior to Dec. 31, 2019; seconded by Emanuele. MOTION passed unanimously.

6. Committee Reports

a) Marketing Committee report by Jim Muenzenberger and Steve Berger, Committee Members

Recap of marketing meeting on June 10:

- Discussion about the possibility of having an outdoor live music event on a side street or in a parking lot in late summer/early fall to bring people into downtown Hartland. Could potentially be an ongoing event a few times a year.
- Overview about the discovery phase of a marketing program for the BID. Marketing committee has met with four vendors and is in the process of narrowing down to one. Hope to have marketing plan to submit to board at next meeting.

b) Design Committee report by Jim Muenzenberger, Committee Chair

- Action Item: Reconsideration of Façade Improvement Grant application from Pat Fox for Fox Bros. Piggly Wiggly at 505 Cottonwood Ave. Project cost, which now includes digital sign and logo signs, is \$20,581.68. MOTION made by Muenzenberger to approve amended façade improvement grant in the amount of \$10,000 maximum grant amount; seconded by Heyerdahl. MOTION passed unanimously.
- Action Item: Sign & Awning Grant application from Hans Halaska, Hartland Family Chiropractic at 211 Cottonwood Ave. Project cost for exterior signage is \$1,028.26. MOTION by Emanuele to approve sign and awning grant in the amount of \$514.13; seconded by Haroldson. MOTION passed unanimously.

- Action Item: Sign & Awning Grant application from Chris Behrend, Behrend Property LLC at 220 E. Capitol Dr. Project cost for exterior signage is \$894.78. MOTION by Muenzenberger to approve sign and awning grant in the amount of \$447.39; seconded by Emanuele. MOTION passed unanimously.
- Action Item: Façade Improvement Grant application from Jim Liebert for Hartland Professional Building at 140 North Ave. Project cost is \$5,820. MOTION by Emanuele to approved façade improvement grant in the amount of \$1,455; seconded by Haroldson. MOTION passed unanimously.
- Brief discussion on stamped & colored concrete expectations in the district.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair

Committee met on May 25 at the BID office. Committee approved one business loan in the amount of \$25,000.

d) Executive Committee report by Tom Brass, Committee Chair

None

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

Director completed WEDC Connect Communities survey for fiscal year 2015-16. Brief comments on Connect Community renewal.

Action Item: BID and the Village of Hartland renew WEDC Connect Community membership for fiscal year 2016-17. MOTION by Emanuele to renew membership in the amount of \$200; seconded by Haroldson. MOTION passed unanimously.

Comments of business activity downtown and the status of properties for sale.

BID donated a raffle basket of gift certificates and items from district businesses to the Tri-Chamber golf outing held at Western Lakes on June 3.

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

Riverwalk development utilities are in. Two buildings should have occupancy by end of 2016 and third building by mid-2017.

Village working on agreements with property owners for additional public parking.

Water study completed and volume rates to increase.

9. New Business

No

10. Old Business

Discussion on current BID boundaries and possibility for expansion

BID Board will not meet in July unless necessary. MOTION by Lamerand to cancel July BID Board meeting unless necessary; seconded by Emanuele. MOTION passed unanimously.

11. Guest Comments

12. Adjournment

MOTION by Brass to adjourn at 8:46 a.m.; seconded by Emanuele. MOTION passed unanimously.

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