



**Hartland Business Improvement District  
Board of Director's Meeting  
October 11, 2016, 7:30 a.m.  
Emanuele & Haut CPAs Conference Room, 142 E. Capitol Drive, Hartland, WI**

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

**BID Board Members Absent:** Tom Brass

**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 7:32 a.m. by BID Vice President, Mike Badani.

**2. Approval of Agenda:** MOTION made by Muenzenberger to approve October 11, 2016 meeting agenda as presented; seconded by Lamerand. MOTION passed unanimously.

**3. Approval of Minutes:** MOTION made by Wojciechowski to approve September 13, 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**

Comments regarding 2017 BID budget. BID Treasurer will address 2017 budget at Nov. meeting. BID Treasurer presented statements of operations and balance sheet through September 2016. MOTION made by Muenzenberger to approve financial reports as presented; seconded by Heyerdahl. MOTION passed unanimously.

**6. Committee Reports**

**a) Marketing Committee report by Steve Berger, Committee Chair**

Recap of marketing meeting on October 7:

- Hartland Lights event December 2 from 6-9pm. Two trolleys this year.
- BID member fall social November 10 at Beer Snobs from 5-7pm. Food from various Hartland restaurants.
- Canadian Pacific Holiday Train arrives December 6 at approx. 6:15pm.
- Google My Business workshop at Digital Media Lab poorly attended. Director will send out survey to members to get input on marketing offerings.
- Board member Heyerdahl presented billboard possibility. Preliminary meetings with WI DOT and Hartland-Lakeside administration. Next step is to get approval from Hartland-Lakeside.
- Committee member Muenzenberger attended the AHS business partnership meeting. Recommended BID businesses get involved with this initiative if possible.

**b) Design Committee report by Jim Muenzenberger, Committee Chair**

- Action Item: Consideration of Facade Grant application from Jessie Senglaub at 150 E. Capitol Dr. Project cost is approximately \$20,000. MOTION by Muenzenberger to approve facade grant in the amount of \$7401; seconded by Heyerdahl. MOTION passed. Lamerand opposed. Wojciechowski abstained.

**c) Economic Development Committee by Marilyn Haroldson, Committee Chair**

Committee met on September 21 to review and approve a business loan application. Loan application approved for \$25,000.

Brief discussion on potential for redevelopment of properties on the west side of the new Riverwalk commercial building.

**d) Executive Committee report by Tom Brass, Committee Chair**

None

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

Update on business activity downtown.

Ocreative working on website refresh - should be live for BID social on Nov. 10.

Director attended grand opening of Bailey Dental and additional businesses in the building.

Director attended Google My Business workshop at Digital Media Lab on Oct. 4.

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

Coffee shop approved for 150 E. Capitol Drive at Sept. 19 Arch Board/Plan Commission mtg.

Village working on budget for 2017.

125<sup>th</sup> Anniversary of Village of Hartland in 2017 – various events being planned.

Hometown Celebration weekend is June 30-July 2, 2017.

Village President Lamerand commented on plans for new Veteran’s Memorial in Nixon Park.

**9. New Business**

None

**10. Old Business**

Village switching to new LED light bulbs in downtown lights.

**11. Guest Comments**

**12. Adjournment**

MOTION by Haroldson to adjourn at 8:44 a.m.; seconded by Berger. MOTION passed unanimously.

*Next BID Board meeting date is tentatively scheduled for Tuesday, December 13, 2016 at 7:30 a.m.  
Minutes submitted by Cindy Gardner, BID Director.*