



**Hartland Business Improvement District
Board of Director's Meeting
December 13, 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, Sam Emanuele, Jon Wojciechowski, Mike Badani, Steve Berger

BID Board Members Absent:

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 7:40 a.m. by BID President, Tom Brass.

2. Approval of Agenda: MOTION made by Haroldson to approve December 13, 2016 meeting agenda as presented; seconded by Muenzenberger. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Lamerand to approve November 8, 2016 meeting minutes as presented; seconded by Badani. MOTION passed unanimously.

4. President report by Tom Brass, BID President

BID Board member and Executive Officer appointments for 2016.

MOTION made by Muenzenberger to approve reappointments of Tom Brass, Marilyn Haroldson and Jon Wojciechowski to BID Board for 3 year terms to expire Dec. 31, 2019; seconded by Lamerand. MOTION passed unanimously.

MOTION made by Lamerand to reappointment existing BID Executive Officers for one year terms ending Dec. 31, 2017; seconded by Heyerdahl. MOTION passed unanimously.

5. Financial report by Sam Emanuele, BID Treasurer

BID Treasurer presented statements of operations and balance sheet through November 2016.

MOTION made by Muenzenberger to approve financial reports as presented; seconded by Lamerand. MOTION passed unanimously.

Director removed herself from room. Discussion regarding BID Director salary. MOTION made by Emanuele to increase BID Director salary starting Jan. 1, 2017; seconded by Muenzenberger. MOTION passed unanimously.

2017 BID Budget presentation and discussion.

MOTION made by Muenzenberger to approve the 2017 BID Budget as proposed; seconded by Haroldson. MOTION passed unanimously.

6. Committee Reports

a) Marketing Committee report by Steve Berger, Committee Chair

Recap of marketing meeting on December 2:

- Downtown Hartland holiday mailer generated 30 responses for "I Win" contest. Local resident won the \$100 gift certificate.
- Hartland Lights event well attended.
- Committee reviewed 2017 marketing and design budget.
- Discussion on US Open marketing piece/welcome basket for USGA employees staying at Riverwalk.
- Update on billboard from committee member Heyerdahl.
- Update from committee member Muenzenberger on the Ice Age Trail committee.

b) Design Committee report by Jim Muenzenberger, Committee Chair

- **Action Item:** Consideration of Sandwich Board Grant application from Jerry Arenas for Palmer's. MOTION by Emanuele to approve sandwich board sign grant in the amount of \$50; seconded by Heyerdahl. MOTION passed unanimously.
- **Action Item:** Consideration of approval for sign design for Triangle Tap located at 247 W. Capitol Dr. MOTION by Haroldson to approve sign design for Triangle Tap; seconded by Heyerdahl. MOTION passed unanimously.
- **Action Item:** Consideration of approval for sign design for Social Life Dance Center located at 350 Cottonwood. MOTION by Emanuele that BID recommends the phone number on sign be made smaller or eliminated and that BID Director write letter to Village of Hartland Arch. Board and business owner stating this; seconded by Haroldson. MOTION passed unanimously.

Discussion on adding two properties to BID district. Property owners are interested in being added.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair

Committee met on November 21 at First Bank in Hartland to review a business loan application for \$25,000. Loan closed on Friday, December 2.

d) Executive Committee report by Tom Brass, Committee Chair

Committee met November 30th to discuss Director compensation and co-op advertising within district.

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

Update on business activity downtown. Interest from a couple of people in purchasing property for redevelopment.

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

On December 12, Village Board approved BID board member and officer reappointments for 2017. Village attorney looking at expanding BID boundaries to include additional properties.

9. New Business

10. Old Business

11. Guest Comments

12. Adjournment

MOTION by Haroldson to adjourn at 9:15 a.m.; seconded by Emanuele. MOTION passed unanimously.

*Next BID Board meeting date is tentatively scheduled for Tuesday, January 10, 2016 at 7:30 a.m.
Minutes submitted by Cindy Gardner, BID Director.*