



**Hartland Business Improvement District
Board of Director's Meeting
January 10, 2017, 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

BID Board Members Absent: 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 7:36 a.m. by BID President, Tom Brass.

2. Approval of Agenda: MOTION made by Badani to approve January 10, 2017 meeting agenda as presented; seconded by Muenzenberger. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Lamerand to approve December 13, 2016 meeting minutes as presented; seconded by Heyerdahl. MOTION passed unanimously.

4. President report by Tom Brass, BID President

Review of 2016 Annual Report. MOTION made by Haroldson to approve 2016 Annual Report as presented; seconded by Wojciechowski. MOTION passed unanimously.

Review of 2017 Operating Plan. MOTION made by Muenzenberger to approve 2017 Operating Plan with amendments to section D Budget if needed; seconded by Badani. MOTION passed unanimously.

5. Financial report by Sam Emanuele, BID Treasurer

BID Treasurer presented statements of operations and balance sheet through December 2016 and 2017 BID budget. MOTION made by Lamerand to approve financial reports and 2017 budget as presented; seconded by Heyerdahl. MOTION passed unanimously.

6. Committee Reports

a) Marketing Committee report by Jim Muenzenberger and Scott Heyerdahl, Committee Members

Recap of marketing meeting on January 6:

- BID sponsoring downtown Poker Pub Walk on Wednesday, Feb. 22 from 5-9pm
- Update on billboard from committee member Heyerdahl. Recent meeting with DOT representative, sign company, Dr. Glenn Schilling and representatives from BID/Village.
- Hartland Lights event Dec. 2, 2016, had good turnout. 2017 Hartland Lights is Dec. 1st.
- USGA Employees not staying at Riverwalk Apartments for US Open in June.
- PGA Event opportunities for advertising and promotion of downtown Hartland.
- Heyerdahl spoke about co-op marketing possibilities with BID businesses.

b) Design Committee report by Jim Muenzenberger, Committee Chair

- **Action Item:** Consideration of Sign Grant application from Matt Gardner for Bicycle Barn located at 130 E. Capitol Dr. MOTION by Muenzenberger to approve sign grant in the amount of \$719; seconded by Haroldson. MOTION passed. Emanuele abstained.
- **Action Item:** Consideration of Sign Grant application from Doug Krueger for Peak Performance located at 130 E. Capitol Dr. MOTION by Muenzenberger to approve sign grant in the amount of \$719; seconded by Badani. MOTION passed. Emanuele abstained.
- **Action Item:** Consideration of Sign Grant application from Mark Hayes for H+P CPAs located at 365 Cottonwood Ave. MOTION by Lamerand to approve sign grant in the amount of \$337; seconded by Haroldson. MOTION passed unanimously.

- Design committee and board approved revised sign design for Social Life Dance Center located at 350 Cottonwood Ave.
- **Action Item:** Consideration of Sign Grant application from Mike & Debbie Kusch for Hartland Service located at 400 E. Industrial Dr. MOTION by Badani to approve sign grant in the amount of \$750 maximum amount; seconded by Heyerdahl. MOTION passed unanimously.
- Review of edits to sign grant application. MOTION made by Muenzenberger to adopt the edits as presented with minor corrections; seconded by Haroldson. MOTION passed unanimously.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair

Committee met on January 4th at First Bank in Hartland to review two business loan applications for \$25,000 each. Both loan applications were approved.
Discussion regarding policy and procedures for loan program.

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. New business, Bicycle Barn, open at 130 E. Capitol Dr. Annual BID meeting will be held at the start of the next BID Board meeting on Feb. 14th.
Director spending more time on social media to promote downtown businesses and activities.

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

Several service awards for Village trustees and employees at last Village board meeting.
Review of BID boundaries and discussion about adding properties to the district in 2018.

9. Adjournment

MOTION by Wojciechowski to adjourn at 8:55 a.m.; seconded by Badani. MOTION passed unanimously.

*Next BID Board meeting date is tentatively scheduled for Tuesday, February 14, 2017 at 7:30 a.m.
Minutes submitted by Cindy Gardner, BID Director.*