



**Hartland Business Improvement District  
Board of Director's Meeting & Annual Meeting  
February 14, 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**

**Annual Meeting:** Hartland BID Annual Meeting commenced at 7:33am. Board members and others present listed above.

**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 Muenzenberger to approve February 14, 2017 meeting agenda as presented; seconded by Badani. MOTION passed unanimously.

**3. Approval of Minutes:** MOTION made by Emanuele to approve January 10, 2017 meeting minutes as presented; seconded by Wojciechowski. 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 2017. MOTION made by Muenzenberger to approve financial reports as presented; seconded by Haroldson. MOTION passed unanimously.

**6. Committee Reports**

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

Recap of marketing meeting on February 3:

- Poker Pub Walk on Wednesday, Feb. 22 from 5-9pm. Eight businesses participating
- Co-op Marketing Program presentation  
**Action Item:** Presentation of new Co-op Marketing Grant Program. MOTION by Muenzenberger to fund this program in the amount of \$3,000 from the marketing budget in 2017 as outlined in the grant program and to authorize the Marketing Committee to administer funds by grant level up to \$300 per business per year; seconded by Heyerdahl. MOTION passed unanimously.
- Ice Age Trail Committee update from Muenzenberger. IATA working on adding website upgrades to link to IAT Community websites.
- Hartland Hometown Celebration weekend. Saturday evening, July 1, open for an organization to coordinate an event. BID to send out feelers to restaurants to see if they are interested in coordinating an event.
- **Action Item:** Consideration of sponsorship application for Hometown Celebration Weekend parade on July 2, 2017. MOTION by Haroldson to sponsor the parade in the amount of \$500; seconded by Heyerdahl. MOTION passed unanimously.
- Update on billboard from committee member Heyerdahl. DOT mapping of Hwy. 16; looking at right-of-way for billboard placement.

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

- Sign Grant application modification from Mike & Debbie Kusch for Hartland Service located at 400 E. Industrial Dr. Reduction in the cost of the project, thus reducing grant from \$750 to \$728.50.
- **Action Item:** Consideration of Sign Grant application from Stacy Smith for Triangle Tap located at 247 W. Capitol Dr. MOTION by Wojciechowski to approve sign grant in the amount of \$405; seconded by Haroldson. MOTION passed unanimously.

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

Haroldson attended WEDA meeting on Feb. 10 & 11.

**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: Allstate, Tom Gordy Agency, open at 129 E. Capitol Dr., Odonata Wellness Center open at 300 Cottonwood Suite 8.

IATA Waukesha County Chapter to use their float again in parade on July 2.

Meeting scheduled with Lake Country Playhouse on Feb. 20 to discuss façade improvements.

Director completed 2<sup>nd</sup> required workshop as part of Connect Communities.

O’Creative and Hartland Station to be added to BID in 2018.

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

Park Board & Village Board to review an application for a beer garden in Nixon Park at March meetings.

Liquor license granted to Hogger’s Pub at Feb. 13 board meeting. One reserve license remaining.

Waukesha Co. Center for Growth – Village will participate in this, opportunities for local businesses.

FDA regulation of e-cigarettes – Village will work with Johnson Creek to seek coordination from FDA on licensing regulations.

**9. Adjournment**

MOTION by Emanuele to adjourn at 8:43 a.m.; seconded by Badani. MOTION passed unanimously.

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