



**Hartland Business Improvement District
Board of Director's Meeting
March 14, 2017, 7:30 a.m.**

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

BID Board Members Present: Tom Brass, Dave Lamerand, Scott Heyerdahl, Sam Emanuele, Jon Wojciechowski, Steve Berger

BID Board Members Absent: Dr. Jim Muenzenberger, Marilyn Haroldson, Mike Badani

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 7:35 a.m. by BID President, Tom Brass.

2. Approval of Agenda: MOTION made by Wojciechowski to approve March 14, 2017 meeting agenda as presented; seconded by Lamerand. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Lamerand to approve February 14, 2017 meeting minutes as presented; seconded by Emanuele. MOTION passed unanimously.

4. President report by Tom Brass, BID President

Next BID Board meeting will be moved to Tuesday, April 18 in the BID office conference room. BID Director will be out of the office on April 11.

5. Financial report by Sam Emanuele, BID Treasurer

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

6. Committee Reports

a) Marketing Committee report by Steve Berger, Committee Chair

Recap of marketing meeting on March 3:

- **Action Item:** Consideration of sponsorship application for Hartland Neighborhood Night Out on August 3, 2017. MOTION by Heyerdahl to sponsor the Hartland Neighborhood Night Out in the amount of up to \$600; seconded by Wojciechowski. MOTION passed unanimously.
- **Action Item:** Consideration of sponsorship application for Chillin' on the Trail art walk on May 12, 2017. MOTION by Wojciechowski to sponsor the Chillin' on the Trail art walk in the amount of up to \$200; seconded by Heyerdahl. MOTION passed unanimously.
- **Action Item:** Consideration of sponsorship application for Hartland Kid's Day on July 26, 2017. MOTION by Brass to sponsor Hartland Kid's Day in the amount of \$250; seconded by Emanuele. MOTION passed unanimously.
- Poker Pub Walk feedback – 34 attendees, 3 winners of \$20 gift certificates to participating restaurants/bars.
- 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 BID Director, Committee Member

- Committee met on March 3. Inviting Village Administrator and DPW Director to attend April meeting to talk about improvements to downtown decorations for the 125th & Hometown Celebration Weekend. Potential for colorful planters, new banners.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair

No meeting in February.

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: Alterations business open in 155 E. Capitol Dr. lower level, 107-09 E. Capitol Dr. property sold, 230 Pawling Ave. for sale, possible beer garden in Nixon Park this summer operated by Pat Endter.

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

Higher end storage facility at Rose Drive presented to plan commission/arch board.
Revised conceptual plan for condos at North Forty property.
Beer garden in Nixon Park this summer received favorable review.
Hometown Celebration meeting in Village Board Rm to talk about weekend events.

9. Comments

Heyerdahl gave a Hartland Chamber of Commerce event update.

9. Adjournment

MOTION by Lamerand to adjourn at 8:30 a.m.; seconded by Wojciechowski. MOTION passed unanimously.

*Next BID Board meeting date is scheduled for Tuesday, April 18, 2017 at 7:30 a.m.
Minutes submitted by Cindy Gardner, BID Director.*