



**Hartland Business Improvement District
Board of Director's Meeting
April 18, 2017, 7:30 a.m.
Beer Snobs Ale & Eats, 122 Cottonwood Ave, Hartland, WI**

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

BID Board Members Absent: Sam Emanuele

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 7:34 a.m. by BID President, Tom Brass.

2. Approval of Agenda: MOTION made by Berger to approve April 18, 2017 meeting agenda as presented; seconded by Meunzenberger. MOTION passed unanimously.

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

4. President report by Tom Brass, BID President

Action Item: Recommendation for Dr. Jim Muenzenberger to serve as the BID representative on the Village of Hartland Ice Age Trail Committee for a two year term. MOTION by Lamerand to recommend Dr. Jim Muenzenberger as BID representative on Hartland Ice Age Trail Committee; seconded by Haroldson. MOTION passed unanimously. Muenzenberger abstained.

5. Financial report by Sam Emanuele, BID Treasurer

BID Treasurer not present. Review of statement of operations and balance sheet postponed until May BID board meeting.

6. Committee Reports

a) Marketing Committee report by Steve Berger, Committee Chair

Recap of marketing meeting on April 7:

- Committee approved a \$300 co-op advertising grant application for Lake Country Bed Barn for a 2017 social media campaign.
- USGA offering restaurants and other Hartland businesses free advertising opportunities for the US Open at Erin Hills in June. Additional options for advertising downtown Hartland at Marriott West.
- June 17 Beer Snobs hosting SnobFest on Haight Drive with live music, food and drink.
- Update on billboard from committee member Heyerdahl: Potential for a commercial size billboard at proposed location.

b) Design Committee report by Dr. Jim Muenzenberger, Committee Chair

- **Action Item:** Consideration of Sign Grant application from Nina Gaydo-Fedak for TTP Academy located at 352 Cottonwood Ave. MOTION by Heyerdahl to approve sign grant in the amount of \$170.58; seconded by Wojciechowski. MOTION passed unanimously.
- **Action Item:** Consideration of Sign Grant application from Jim Liebert for Hartland Professional Building located at 140 North Ave. MOTION by Lamerand to approve sign grant in the amount of \$119.69; seconded by Badani. MOTION passed unanimously.
- **Action Item:** Consideration of sign design for Allstate Insurance located at 129 E. Capitol Dr. The board does not recommend use of existing sign from another Allstate office because it is not consistent with surrounding business signs. The board will deflect final approval to the Village Architectural Board. MOTION by Lamerand to recommend a flat wall sign or projection sign for this

location and board to deflect final approval to the Village Architectural Board; seconded by Muenzenberger. MOTION passed unanimously.

- **Action Item:** Consideration of purchase of six lamp post banners displaying the Ice Age Trail Community logo from Signarama for use throughout downtown as appropriate. MOTION by Muenzenberger to approve purchase of six banners in the amount of \$463.49; seconded by Haroldson. MOTION passed unanimously.
- **Action Item:** Consideration of façade improvement plans from Lake Country Playhouse located at 221 E. Capitol Dr. MOTION by Haroldson to approve façade improvement plans with recommendation that large tree in village-right-of-way on northeast corner of 213 E. Capitol Dr. be removed as it obstructs view of proposed improvements and signage; seconded by Heyerdahl. MOTION passed unanimously.
- Committee met with Dave Cox, Village Administrator, and Mike Einweck, DPW Director, to discuss downtown streetscaping improvements for 2017.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair

Committee met on March 29 at First Bank. Three business loan applications presented at meeting and approved. Committee will discuss loan policy at April meeting.

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: One business closing due to relocation, another business looking for larger space downtown.

Raffle basket full of Hartland business items donated to the Ice Age Trail Alliance for their annual conference in Chippewa Falls.

Light pole flower baskets being decorated in time for downtown filming. Replacement flowers and liners ordered.

BID Spring Social date June 8 in Nixon Park at the Lake Country Beer Garden.

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

Spring elections in early April. Dave Lamerand to remain on BID Board. Two members on board can be residents or affiliates of Village.

Hometown Celebration Weekend – Saturday activities coming together with a 5K, historic presentations, pie baking contest and sale.

CGI will be filming around Village on April 26 & 27.

9. Adjournment

MOTION by Wojciechowski to adjourn at 8:49 a.m.; seconded by Badani. MOTION passed unanimously.

Next BID Board meeting date is scheduled for Tuesday, May 9 at 7:30 a.m.

Minutes submitted by Cindy Gardner, BID Director.