



**Hartland Business Improvement District  
Board of Director's Meeting  
May 9, 2017, 7:30 a.m.  
Emanuele & Haut CPAs Conference Room, 142 E. Capitol Dr, Hartland, WI  
Meeting moved to Peak Performance/On Point Fitness Club**

**BID Board Members Present:** Tom Brass, Dave Lamerand, Jon Wojciechowski, Dr. Jim Muenzenberger, Marilyn Haroldson, Sam Emanuele

**BID Board Members Absent:** Mike Badani, Scott Heyerdahl, 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 7:34 a.m. by BID President, Tom Brass.

**2. Approval of Agenda:** MOTION made by Muenzenberger to approve May 9, 2017 meeting agenda as presented; seconded by Lamerand. MOTION passed unanimously.

**3. Approval of Minutes:** MOTION made by Wojciechowski to approve April 18, 2017 meeting minutes as presented; seconded by Haroldson. MOTION passed unanimously.

**4. President report by Tom Brass, BID President**

None

**5. Financial report by Sam Emanuele, BID Treasurer**

BID Treasurer presented statement of operations and balance sheets for March and April, 2017. MOTION made by Haroldson to approve financial reports as presented; seconded by Wojciechowski. MOTION passed unanimously.

Village Administrator shared BID portion of Village of Hartland 2016 audit.

**6. Committee Reports**

**a) Marketing Committee report by Jim Muenzenberger, Committee Member**

Recap of marketing meeting on May 5:

- Committee approved \$87.50 co-op advertising grant application for Beer Snobs Ale & Eats for advertising for SnobFest on June 17<sup>th</sup>.
- BID Spring Social is June 8 at Nixon Park. Shelter reserved, beer garden will be open.
- Chillin' on the Trail art walk Friday, May 12 from 6-9pm.
- HNNO Aug. 3. Comments on liability insurance for events.
- Sidewalk sale Aug. 26 from 10-2pm.
- Ice Age Trail Committee update from Jim Muenzenberger. Eagle Scout candidate working on plans for park kiosk. Committee members will attend the BID social on June 8 to present information on the IAT Community Partner Program for downtown businesses.

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

- **Action Item:** Consideration of Facade Grant application from Linda & Jeff Anson for Hogger's Pub located at 375 Cottonwood Ave. MOTION by Muenzenberger to approve facade grant in the amount of \$6978.50; seconded by Emanuele. MOTION passed unanimously.
- **Action Item:** Consideration of Sign Grant application from Dr. Anna Koeck for Theia Vision Care located at 213 E. Capitol Dr. MOTION by Emanuele to approve sign grant in the amount of \$750; seconded by Lamerand. MOTION passed unanimously.

- **Action Item:** Consideration of Facade Grant application from Dr. Anna Koeck for Theia Vision Care located at 213 E. Capitol Dr. MOTION by Muenzenberger to approve facade grant in the amount of \$10,000; seconded by Emanuele. MOTION passed unanimously.
- **Action Item:** Consideration of Facade Grant application from Lake Country Players located at 221 E. Capitol Dr. MOTION by Lamerand to deny facade grant because Lake Country Playhouse is not a dues paying member of the Hartland BID; seconded by Haroldson. MOTION passed unanimously.

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

Committee met on April 26 at First Bank Financial Centre in Hartland. One business loan application presented at meeting and approval vote tabled until next meeting on May 24 because loan application not listed on meeting agenda. Committee discussed policies for lending and approval in the loan pool.

**d) Executive Committee report by Tom Brass, Committee Chair**

None.

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

Planter being installed at the BP corner for the summer. Bright, colorful flowers to spruce up corner. Lamp pole flower baskets installed by Garden Gate in time for downtown filming. New flowers and liners in each basket.

Mail Chimp going out Wednesday for the Spring Social on June 8. Director will add information on downtown filming dates.

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

Hartland hosted an FDA e-cigarette hearing to discuss the new regulations on manufacturers of e-cigarette products. The village executed a report to the FDA on the impact of these new regulations.

Downtown filming on May 17 & 18 for village promotional videos.

**9. Adjournment**

MOTION by Haroldson to adjourn at 8:55 a.m.; seconded by Emanuele. MOTION passed unanimously.

*Next BID Board meeting date is scheduled for Tuesday, June 13 at 7:30 a.m.*

*Minutes submitted by Cindy Gardner, BID Director.*