



**Hartland Business Improvement District
Board of Director's Meeting
August 8, 2017, 7:30 a.m.
Emanuele & Haut CPAs Conference Room, 142 E. Capitol Dr, Hartland, WI**

BID Board Members Present: Dr. Jim Muenzenberger, Dave Lamerand, Sam Emanuele, Scott Heyerdahl, Steve Berger

BID Board Members Absent: Tom Brass, Jon Wojciechowski, 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 7:37 a.m. by BID Treasurer, Sam Emanuele

2. Approval of Agenda: MOTION made by Lamerand to approve August 8, 2017 meeting agenda as presented; seconded by Muenzenberger. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Lamerand to approve June 13, 2017 meeting minutes as presented; seconded by Heyerdahl. 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 June and July, 2017. MOTION made by Lamerand to approve financial reports as presented; seconded by Muenzenberger. MOTION passed unanimously.

6. Committee Reports

a) Marketing Committee report by Steve Berger, Committee Chair

Recap of marketing meeting on July 7 & August 4:

- Hartland Neighborhood Night Out on August 3 was well attended.
- Sidewalk Sale on August 26. Marketing Committee approved a co-op advertising grant in the amount of \$237.50 for WKTJ radio advertising.
- **Action Item:** Consideration of a quote for \$445.00 from Patio Petals for plantings and maintenance of the planter on the BP corner through the winter holiday season. MOTION by Berger to approve the quote from Patio Petals for \$445.00; seconded by Heyerdahl. MOTION passed unanimously.
- Billboard update from Heyerdahl. Forming a task force to discuss viability of billboard. Comments from board members on project.
- Mobile App presentation from Unleashed Mobile Apps for development of downtown Hartland BID member app.
- Ice Age Trail Committee update from Muenzenberger. Trail Community website ready to go live.

b) Design Committee report by Jim Muenzenberger, Committee Chair

- **Action Item:** Consideration of Sign & Awning Grant application from Jessie Senglaub for a two-sided projection sign at Birch & Banyan Coffee at 150 E. Capitol Dr. MOTION by Muenzenberger to approve sign grant in the amount of \$340; seconded by Emanuele. MOTION passed. Lamerand abstained.
- **Action Item:** Consideration of Sign & Awning Grant application from Tom Grimmer for business name change on two projection signs for On Point Fitness Club located at 130 E. Capitol Dr.

MOTION by Lamerand to approve sign grant in the amount of \$218.60; seconded by Heyerdahl. MOTION passed unanimously.

- **Action Item:** Consideration of Sign & Awning Grant application from Tom Brass for window decals at Tom Brass Insurance Agency located at 151 E Capitol Dr. MOTION by Emanuele to approve sign grant in the amount of \$165.50; seconded by Heyerdahl. MOTION passed unanimously.
- **Action Item:** Consideration of Facade Grant application from Marco Alarcon of Senor Tomas Restaurant for stamped and colored concrete work at 150 North Ave. MOTION by Heyerdahl to approve facade grant in the amount of \$527.50; seconded by Lamerand. MOTION passed unanimously.

c) Economic Development Committee by Cindy Gardner, Committee Member

Committee met on June 28 at First Bank Financial Centre in Hartland. One business loan application presented and approved.

d) Executive Committee report by Sam Emanuele, Committee Member

None.

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

Update on business activity downtown. Addition of two properties on Pawling Ave. to BID.

Action Item: Consideration of annual membership renewal in WEDC Connect Communities program.

MOTION by Lamerand to discontinue WEDC Connect Communities program membership; seconded by Heyerdahl. MOTION passed unanimously.

One BID member business owner interested in joining BID board. Three seats up for renewal at end of 2017.

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

BID Expansion map distributed along with proposed timeline for boundary adjustment.

Action Item: Consideration of BID boundary adjustment schedule/timeline for 2017 Assessment and 2018 Operating Year. MOTION by Emanuele to accept proposed date timeline; seconded by Heyerdahl. MOTION passed unanimously.

Comments on Riverwalk commercial building and bridge across Bark River at Riverwalk. Building will begin by end of summer. Bridge to be installed in late August.

Administrator Cox and village working on parking agreements with property owners for public parking on north side of E. Capitol Drive.

9. Adjournment

MOTION by Lamerand to adjourn at 8:58 a.m.; seconded by Muenzenberger. MOTION passed unanimously.

Next BID Board meeting date is scheduled for Tuesday, Sept. 12 at 7:30 a.m.

Minutes submitted by Cindy Gardner, BID Director.