



**Hartland Business Improvement District
Board of Director's Meeting
September 12, 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, Steve Berger, Tom Brass, Jon Wojciechowski, Marilyn Haroldson, Mike Badani

BID Board Members Absent: Scott Heyerdahl

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 7:30 a.m. by BID President, Tom Brass

2. Approval of Agenda: MOTION made by Muenzenberger to approve September 12, 2017 meeting agenda as presented; seconded by Emanuele. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Badani to approve August 8, 2017 meeting minutes as presented; seconded by Lamerand. MOTION passed unanimously.

4. President report by Tom Brass, BID President

None

5. Billboard update by Tom Brass and Scott Heyerdahl, subcommittee chairs

Board member Heyerdahl joined the meeting via phone for discussion on billboard.

Action Item: Consideration to continue with subcommittee exploration of a billboard to be located on the Hartland-Lakeside school district's Hartland North property adjacent to Hwy. 16. MOTION by Muenzenberger to continue with billboard exploration based on the following 1) BID commits to a \$25,000 down payment; 2) 50% of BID members approve the project; 3) 10 BID businesses commit to advertising on the billboard; seconded by Lamerand. MOTION passed, one opposed.

5. Financial report by Sam Emanuele, BID Treasurer

BID Treasurer presented statement of operations and balance sheets for August, 2017. MOTION made by Haroldson to approve financial reports as presented; seconded by Berger. MOTION passed unanimously. BID Treasurer will step down from BID Board at the end of 2017. Cheryl Pfundter of H+P CPAs in Hartland will replace treasurer.

Action Item: 2018 BID preliminary budget. BID adding 3 properties to district in 2018 which will increase budget from \$70,000 to \$72,800. MOTION by Emanuele to approve 2018 preliminary budget in the amount of \$72,800; seconded by Haroldson. MOTION passed unanimously.

6. Committee Reports

a) Marketing Committee report by Steve Berger, Committee Chair

Recap of marketing meeting on September 1:

- Mobile App – still in discovery phase
- Ice Age Trail Committee report by Muenzenberger, committee member: IAT Committee web page is live.
- BID Fall social on Thursday, Oct. 12 from 5-7pm at Birch & Banyan Coffee

b) Design Committee report by Jim Muenzenberger, Committee Chair

- **Action Item:** Consideration of Sign & Awning Grant application from Christine Hentges of Silver Oak Properties LLC for a sign at 352 Cottonwood Ave. MOTION by Muenzenberger to approve sign grant in the amount of \$272.50; seconded by Badani. MOTION passed unanimously.
- Comments on style of benches that will replace current benches in the business district. BID prefers a more upscale style bench.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair

Committee did not meet in August.

d) Executive Committee report by Tom Brass, Committee Chair

None.

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

Three board seats up for renewal at year end.

Update on business activity downtown. Three properties for sale downtown.

Business Trick or Treat on Oct. 26. BID will not hand out candy this year.

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

Riverwalk commercial property building permit issued. Construction to start by end of month.

2018 Village budget in process. Large capital improvement budget.

9. Adjournment

MOTION by Lamerand to adjourn at 9:13 a.m.; seconded by Muenzenberger. MOTION passed unanimously.

Next BID Board meeting date is scheduled for Tuesday, Oct. 10 at 7:30 a.m.

Minutes submitted by Cindy Gardner, BID Director.