



**Hartland Business Improvement District
Board of Director's Meeting
Tuesday, October 10, 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, Mike Badani, Scott Heyerdahl

BID Board Members Absent: Jon Wojciechowski, Marilyn Haroldson

Others Present: BID Ex-Officio Member, David Cox and BID Director, Cindy Gardner, Chris Miller, Matt Koeppel, Andrea Koeppel, Jim Marriott

Meeting Proceedings

1. Board Meeting Call to Order: Meeting called to order at 7:37 a.m. by BID President, Tom Brass

2. Approval of Agenda: MOTION made by Muenzenberger to approve October 10, 2017 meeting agenda as presented; seconded by Berger. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Berger to approve September 12, 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 September, 2017. MOTION made by Lamerand to approve financial reports as presented; seconded by Badani. MOTION passed unanimously.

2018 BID budget discussed and presented. MOTION by Lamerand to approve 2018 budget 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 October 6:

- Worked on 2018 marketing budget. Discussion on marketing ideas/campaigns.
- Hartland Lights, Friday, Dec. 1. Waiting to hear on CP Holiday Train arrival date.
- Fall social at Birch & Banyan on October 12.
- Mobile app – discussion on sales presentation
- Billboard update and comments

b) Design Committee report by Jim Muenzenberger, Committee Chair

- **Action Item:** Consideration of Facade Grant application from Jerry & Marie Arenas for Palmer's Steakhouse front window replacement project. MOTION by Muenzenberger to approve facade grant in the amount of \$10,000; seconded by Badani. MOTION passed unanimously.
- **Action Item:** Consideration of Sign Grant application from Andy Fallon for Emergency Disaster Recovery @ 230 Pawling Ave. MOTION by Muenzenberger to approve sign grant in the amount of \$730; seconded by Heyerdahl. MOTION passed unanimously.
- Comments on winter/holiday lighting downtown

c) Economic Development Committee by Tom Brass, Committee member

Meeting Sept. 27 at First Bank Financial Center. One business loan application for \$25,000 approved.

d) Executive Committee report by Tom Brass, Committee Chair

Committee met on Sept. 26. Discussed BID future, budget and billboard.

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

Update on business activity downtown: One property sale in early November, new business opening on December 1 and one business relocated within the district.

Will approve board appointments and reappointments at December meeting.

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

Village 2018 budget meeting October 23.

Riverwalk commercial building construction started.

Action Item: 2018 BID Operating Plan including newly approved budget/financials and to include BID boundary map and legal description for 2018. MOTION by Lamerand to approve 2018 BID Operating Plan as stated; seconded by Heyerdahl. MOTION passed unanimously.

9. Adjournment

MOTION by Berger to adjourn at 9:10 a.m.; seconded by Emanuele. MOTION passed unanimously.

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

Minutes submitted by Cindy Gardner, BID Director.