



**Hartland Business Improvement District
Board of Director's Meeting
Tuesday, November 14, 2017, 7:30 a.m.
Beer Snobs Ale & Eats, 122 Cottonwood Ave, Hartland, WI**

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

BID Board Members Absent: Jon Wojciechowski, Sam Emanuele

Others Present: BID Ex-Officio Member, David Cox, BID Director, Cindy Gardner, and Jeff Pfannerstill, Village President

Meeting Proceedings

1. Board Meeting Call to Order: Meeting called to order at 7:32 a.m. by BID President, Tom Brass

2. Approval of Agenda: MOTION made by Lamerand to approve November 14, 2017 meeting agenda as presented; seconded by Badani. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Muenzenberger to approve October 10, 2017 meeting minutes as presented; seconded by Lamerand. MOTION passed unanimously.

4. President report by Tom Brass, BID President

Welcome to Jeff Pfannerstill, Village President.

5. Financial report by Sam Emanuele, BID Treasurer

BID Treasurer not in attendance. David Cox reported that BID 2018 budget and Operating Plan was approved at Village Board meeting on Nov. 13.

6. Committee Reports

a) Marketing Committee report by Jim Muenzenberger, Committee Member

Recap of marketing meeting on Nov. 3:

Action Item: Consideration of Holiday Train event application. MOTION made by Muenzenberger to approve Holiday Train event application in the amount of \$650; seconded by Haroldson. MOTION passed unanimously.

Comments on holiday train stopping in Hartland in 2018 and Yule Feed Families food donation drive.

Recap of marketing meeting on Nov. 3:

- Hartland Lights, Friday, Dec. 1. Two trolleys this year.
- Marketing ideas and campaign for 2018. Adding blog page to website, Facebook utilization. Google ad words. BID Director meeting with Ocreative to discuss social media utilization.
- IAT Committee update from Muenzenberger. 3 panel kiosk in Nixon Park moving forward. MOTION made by Lamerand to give authority to Design Committee to approve future kiosk construction and design by whomever is selected by the IAT Committee; seconded by Berger. MOTION passed unanimously.
- Billboard update and comments by Brass. Future meeting with Village attorney to discuss legalities of billboard.

b) Design Committee report by Jim Muenzenberger, Committee Chair

- Downtown bench replacement. Approximately 19 benches in downtown area. Looking at campaign to get bench sponsorships to offset cost of benches. Committee will pick out a bench style and present to Village.

- Patio Petals hired to install downtown light pole and tree decorations.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair

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

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: Property for sale at 345 Cottonwood, one property sale to close Nov. 10. Hometown Pharmacy taking over Aurora Pharmacy on December 1. This Great Coffee Place closing Dec. 15.

Will approve board appointments and reappointments at December meeting; Cheryl Pfundter will attend. New tree grates installed at Riverwalk commercial building.

Director to meet with Ocreative to learn how to utilize social media outlets better and to update these accounts.

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

Nov. 13 Village board meeting – BID 2018 Operating Plan including budget approved.

Bonds sold for general fund budget - \$7-8M

Downtown parking area behind E. Capitol Drive north side businesses should be completed in spring 2018.

General Comments from Hartland Chamber Ambassadors meeting by Heyerdahl. Holiday Train on Dec. 3 looking for volunteers. April 13, 2018, Kudos dinner at Seven Seas. 2018 Street dance band booked.

9. Adjournment

MOTION by Heyerdahl to adjourn at 8:42 a.m.; seconded by Lamerand. 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.