



**Hartland Business Improvement District  
Board of Director's Meeting  
Tuesday, December 12, 2017, 7:30 a.m.  
Emanuele & Haut CPAs Conf. Room, 142 E. Capitol Dr., Hartland, WI**

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

**BID Board Members Absent:** Mike Badani

**Others Present:** BID Ex-Officio Member, David Cox, BID Director, Cindy Gardner, and Cheryl Pfundter

**Meeting Proceedings**

**1. Board Meeting Call to Order:** Meeting called to order at 7:33 a.m. by BID President, Tom Brass

**2. Approval of Agenda:** MOTION made by Lamerand to approve December 12, 2017 meeting agenda as presented; seconded by Haroldson. MOTION passed unanimously.

**3. Approval of Minutes:** MOTION made by Berger to approve November 14, 2017 meeting minutes as presented; seconded by Muenzenberger. MOTION passed unanimously.

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

Appointments & reappointments of BID Board members. MOTION by Muenzenberger to accept reappointments of Mike Badani and Dr. Jim Muenzenberger to three year terms ending Dec. 31, 2020, appointment of Cheryl Pfundter, replacing Sam Emanuele, to a new three year term ending Dec. 31, 2020; seconded by Haroldson. MOTION passed unanimously.

President recognized and thanked Sam Emanuele for his 10+ years of service to the BID Board.

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

BID Treasurer presented statements of operations and balance sheets for October and November, 2017. MOTION made by Lamerand to approve financial reports as presented; seconded by Wojciechowski. MOTION passed unanimously.

**6. Committee Reports**

**a) Marketing Committee report by Steve Berger, Committee Chair**

Recap of marketing meeting on Dec. 1:

**Action Item:** Consideration of blog page development on BID website. MOTION made by Muenzenberger to approve \$600 expenditure for the development of a blog page on the BID website; seconded by Berger. MOTION passed unanimously.

- Hartland Lights, Friday, Dec. 1, successful. Nice weather, large crowd.
- IAT Committee update from Muenzenberger. Recent photo shoot at different dining locations downtown Hartland for the IAT Community website Hartland section.
- Billboard update and comments by Heyerdahl & Brass. Meeting with Village attorney determined the installation of a commercial billboard not an option. Board thanked Heyerdahl & Brass for their efforts.

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

Recap of meeting on Dec. 1:

**Action Item:** Consideration of Facade Grant application from Silver Oak Properties for 352 Cottonwood Ave. at the River Centre for front window replacement project. MOTION by Muenzenberger to approve

facade grant in the amount of \$10,000 for the 2018 calendar year; seconded by Heyerdahl. MOTION passed unanimously.

**Action Item:** Consideration of Sign Grant application from Scott Albright for Albright's Gun Works at 230 Pawling Ave. MOTION by Emanuele to approve 50% of cost up to \$750 for sign grant contingent on design committee approval of new sign(s) design; seconded by Heyerdahl. MOTION passed unanimously.

- Downtown bench replacement sponsorship program. Rough draft of sponsorship form presented. Village administrator will ask village staff and architectural board for input. Plan to roll out in spring.

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

No meeting in November. Haroldson presented BID initiative list from 2007 and what has been accomplished from that list.

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

None.

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

Director presented option to give event organizers gift certificates in appreciation for their time and efforts. MOTION by Berger to approve purchase of two \$100 BID gift certificates for event organizers; seconded by Emanuele. MOTION passed unanimously.

This Great Coffee Place last day of operation Dec. 15 under current owner. Buyer for business working on financing and should reopen in the very near future.

Next board meeting will be held in Village Hall board room.

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**

Property tax bills for 2017 mailed.

Village comprehensive plan will be updated in 2018.

Final comments from retiring/outgoing BID Treasurer and board member Emanuele.

**9. Adjournment**

MOTION by Heyerdahl to adjourn at 8:54 a.m.; seconded by Wojciechowski. MOTION passed unanimously.

*Next BID Board meeting date is scheduled for Tuesday, January 9 at 7:30 a.m.*

*Minutes submitted by Cindy Gardner, BID Director.*