



**Hartland Business Improvement District
Board of Director's Meeting
Tuesday, January 9, 2018, 7:30 a.m.
Village Hall Board Room, 210 Cottonwood Ave., Hartland, WI**

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

BID Board Members Absent: none

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 7:35 a.m. by BID President, Tom Brass

2. Approval of Agenda: MOTION made by Muenzenberger to approve January 9, 2018 meeting agenda as presented; seconded by Lamerand. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Berger to approve December 12, 2017 meeting minutes as presented; seconded by Heyerdahl. MOTION passed unanimously.

4. President report by Tom Brass, BID President

Welcome to Cheryl Pfundtner as new board member and BID Treasurer.

5. Financial report by Cheryl Pfundtner, BID Treasurer

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

6. Committee Reports

a) Marketing Committee report by Steve Berger, Committee Chair

Recap of marketing meeting on Jan. 5:

- New BID properties added to website directory. Facebook announcements going out.
- 2018 Marketing calendar reviewed and edited. Adding blog posts with guest bloggers. Blog page added to website.
- IAT committee update from Muenzenberger. URL & QR codes will be added to trail markers on the Village trail.
- Marketing committee goals in 2018 are to get new visitors downtown and to utilize our events and marketing tools as a way to accomplish this.

b) Design Committee report by Jim Muenzenberger, Committee Chair

Recap of meeting on Jan. 5:

- Plan to roll out downtown bench replacement sponsorship program in spring. Village architectural board will review at Jan. 15 meeting.
- Comments on light pole decorations, use of utility poles for banners/decorations on Cottonwood and North Avenues, wayfinding signage.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair

No meeting in December. Committee to discuss expansion of role/purpose at January meeting.

d) Executive Committee report by Tom Brass, Committee Chair

- None.

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

2017 Annual Report will be completed by Feb. board meeting.
Pawling Ave. and Hill Street properties added to the BID starting 2018.
Grand opening at Theia Vision Care on Jan. 26 at 11am.
Hometown Pharmacy inside renovation for gift shop underway.

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

2018 BID Board appointments approved by Village Board on 1/8/18.
Village Board primary elections Feb. 20.
Village hiring consultant to update comprehensive plan and outdoor recreation plan.
Village hiring one FT police officer, two FT EMS advanced level, and DPW reorganizing,

9. Adjournment

MOTION by Lamerand to adjourn at 8:26 a.m.; seconded by Heyerdahl. MOTION passed unanimously.

*Next BID Board meeting date is scheduled for Tuesday, February 13 at 7:30 a.m.
Minutes submitted by Cindy Gardner, BID Director.*