



**Hartland Business Improvement District
Board of Director's & Annual Meeting
Tuesday, Feb. 13, 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

Annual Meeting called to order at 7:30 a.m. Meeting adjourned at 7:35 a.m.

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 Feb. 13, 2018 meeting agenda as presented; seconded by Wojciechowski. MOTION passed unanimously.

3. Approval of Minutes: MOTION made by Berger to approve January 9, 2018 meeting minutes as presented; seconded by Lamerand. MOTION passed unanimously.

4. President report by Tom Brass, BID President

2017 BID Annual Report presented. MOTION made by Lamerand to approve 2017 Annual Report; seconded by Haroldson. MOTION passed unanimously.

5. Financial report by Cheryl Pfundtner, BID Treasurer

BID Treasurer presented statements of operations and balance sheets for January, 2018. MOTION made by Muenzenberger 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 Feb. 2:

- Hartland Kid's Day event application. MOTION made by Lamerand to approve \$250 for media sponsorship for 2018 Hartland Kid's Day in Nixon Park; seconded by Haroldson. MOTION passed unanimously.
- Chillin' on the Trail art walk Friday, May 11, 2018
- Website blog page up and running. Guest bloggers scheduled.
- March Mania event application. Event theme based on NCAA basketball tournament. MOTION made by Haroldson to approve up to \$900 for event sponsorship for 2018 March Mania; seconded by Heyerdahl. MOTION passed unanimously.

b) Design Committee report by Jim Muenzenberger, Committee Chair

Recap of meeting on Feb. 2:

- Theia Vision Care sandwich board grant approved for \$50.
- Comments on downtown bench replacement. Village of Hartland Plan Commission approved style. MOTION made by Lamerand to approve expenditure up to \$10,000 of BID funds pending Village Board approval for downtown bench replacement; seconded by Berger. MOTION passed unanimously.

- Comments and discussion on village water tower painting. MOTION made by Lamerand for approval to start the bidding for water tower graphics in addition to what the Village Board has approved; seconded by Berger. MOTION passed unanimously.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair

Committee met on January 31. BID initiatives reviewed, business loan status. Education workshop presented by Ocreative on Marketing Automation planned for March 20, 2018. MOTION made by Haroldson to approve \$400 for the Marketing Automation workshop on March 20; seconded by Berger. MOTION passed unanimously.

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

BID Properties currently on the market have not sold. One recent private sale. Several recent inquiries on available lease properties in BID. This Great Coffee place reopening under new owner, Krista Tillotson.

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

2/12/18 Village Board meeting recap: liquor license application, Village comprehensive plan is a 10 month process and Village will seek public input, Hwy K & KE development proposal
Village Board primary elections Feb. 20.

9. Adjournment

MOTION by Lamerand to adjourn at 9:02 a.m.; seconded by Heyerdahl. MOTION passed unanimously.

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