



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

**BID Board Members Present:** Dr. Jim Muenzenberger, Tom Brass, Scott Heyerdahl, Jon Wojciechowski, Steve Berger, Cheryl Pfundtner

**BID Board Members Absent:** Mike Badani, Jeff Pfannerstill, Marilyn Haroldson

**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 7:36 a.m. by BID President, Tom Brass

**2. Approval of Minutes:** MOTION made by Muenzenberger to approve June 12, 2018 meeting minutes as presented; seconded by Heyerdahl. MOTION passed unanimously.

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

Comments and discussion on WI Dark Store Legislation. President and Director will put information together to share with members.

**4. Financial report by Cheryl Pfundtner, BID Treasurer**

BID Treasurer presented statements of operations and balance sheets for July, 2018. MOTION made by Wojciechowski to approve financial reports as presented; seconded by Heyerdahl. MOTION passed unanimously.

**5. Committee Reports**

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

Recap of marketing meetings on July 6 & August 3:

- Nixon Park kiosk – BID panels getting filled with info on events and business directory
- Hartland Neighborhood Night Out – good turnout
- Hartland Kid's day well attended. BID shared booth with Ice Age Trail Alliance Waukesha/Milwaukee County chapter
- Sidewalk Sale August 25 – 40+ vendors
- Leading Ladies project – first article on Elise Miller, Lake Country Bed Barn
- Director attended 'nroute mobile app meeting at Chamber of Commerce office on 7/25. BID will help promote the app, no other commitment from the BID
- Water tower painting project – members of marketing committee will attend next Village Plan Commission meeting on 8/20 to present updated design

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

Recap of design meetings on July 6 & August 3:

- Action Item: Consideration of Sign & Awning Grant application from Tom Brass for replacement of projection sign at 151 E. Capitol Drive. MOTION made by Muenzenberger to approve sign and awning grant for directory projection sign for 151 E. Capitol Drive in the amount of \$380.99; seconded by Heyerdahl. MOTION passed, Brass abstained.
- Action Item: Consideration of Façade Grant application from Louis Kaiser, 138 North Ave, for replacement of rear parking lot. MOTION made by Muenzenberger to approve façade grant for 138

North Ave. in the amount of \$796.50 with recommendation to add a property dumpster enclosure grant in the amount of 40% of project cost, with a maximum grant of \$10,000; seconded by Heyerdahl. MOTION passed unanimously.

- Action Item: Consideration of Façade Grant application from Jim Liebert, 140 North Ave, for replacement of his portion of shared rear parking lot with 138 North Ave. MOTION made by Muenzenberger to approve façade grant for 140 North Ave. in the amount of \$157.50 with recommendation to add a property dumpster enclosure grant in the amount of 40% of project cost, with a maximum grant of \$10,000; seconded by Heyerdahl. MOTION passed unanimously.
- Sign grant application for Keller Williams – tabled
- Action Item: Behrend property façade grant adjustment. MOTION made by Muenzenberger to approve façade grant adjustment for Behrend property, 117 Hill St & 108-116 W. Capitol Dr, in new amount of \$2399.00 from \$10,000; seconded by Heyerdahl. MOTION passed unanimously.
- Action Item: Hartland Chamber of Commerce sign and awning grant adjustment. MOTION made by Heyerdahl to approve sign and awning grant adjustment in new amount of \$88.47 from \$48.50; seconded by Berger. MOTION passed unanimously.
- Bench replacement project – 9 sponsorships received. Benches at DPW garage. Competitor Awards applying plaques to each sponsored bench prior to installation.
- New parking sign samples installed on Haight Dr. by library. Village collecting feedback from public.

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

Committee met on July 11. One new loan application approved for \$25,000.

**c) Executive Committee report - None**

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

Business activity update: Bin 111 will be renamed Tabi's Lake Country in near future.

Clarification from Village Administrator on bed and breakfast in Hartland.

Comments on potential parking lot on north side of E. Capitol Drive.

Director out of office Aug. 13-16.

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

Parking sign survey on village website.

Keller Williams move to Riverwalk commercial building approved.

Comments on combined parking area on north side of E. Capitol Drive.

Village considering striping parking spaces on downtown streets and allowing banners over the road.

**8. Adjournment**

MOTION by Wojciechowski to adjourn at 9:17 a.m.; seconded by Heyerdahl. MOTION passed unanimously.

*Next BID Board meeting date is scheduled for Tuesday, Sept. 11 at 7:30 a.m.*

*Minutes submitted by Cindy Gardner, BID Director.*