



**Hartland Business Improvement District  
Board of Director's Meeting  
Tuesday, November 13, 2018, 7:30 a.m.  
Village Hall Board Room, 210 Cottonwood Ave., Hartland, WI**

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

**BID Board Members Absent:** Jon Wojciechowski, Cheryl Pfundtner

**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 7:32 a.m. by BID Board President, Tom Brass

**2. Approval of Minutes:** MOTION made by Muenzenberger to October 9, 2018 meeting minutes as presented; seconded by Haroldson. MOTION passed unanimously.

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

Board members & officers for 2019. Board member Heyerdahl resigning at term end on Dec. 31, 2018.

Action Item: BID Board considers two candidates to replace Heyerdahl on BID Board with term starting Jan. 1, 2019 and ending Dec. 31, 2021. MOTION made by Haroldson to nominate Jessie Senglaub Puzach to BID Board; seconded by Pfannerstill. MOTION passed. Village of Hartland Board will appoint Puzach at next meeting on December 10, 2018.

Board members Steve Berger and Jeff Pfannerstill recommit to a 3 year term, ending Dec. 31, 2021. Action Item: BID Board nominates existing board members Berger and Pfannerstill to new 3 year term starting Jan. 1, 2019 and ending Dec. 31, 2021. MOTION made by Haroldson to reappoint Berger and Pfannerstill to a 3 year term; seconded by Badani. MOTION passed unanimously.

Action Item: BID Executive officers for 2019: Tom Brass, president, Steve Berger, vice president, Marilyn Haroldson, secretary, Cheryl Pfundtner, treasurer, Jon Wojciechowski, past president. MOTION made by Heyerdahl to approve BID Executive officers for 2019 as presented; seconded by Brass. MOTION passed unanimously.

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

Statements of operations and balance sheets through October, 2018.

Action Item: 2019 Itemized BID budget presented per draft. MOTION made by Berger to accept 2019 itemized BID budget; seconded by Muenzenberger. MOTION passed unanimously.

**5. Committee Reports**

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

Recap of marketing meeting on November 2:

- Hartland Lights, Nov. 30, 2018 from 6-9pm.
- Marketing Committee reviewed & approved their portion of 2019 budget.
- Preliminary mock-up of explorehartland.com webpage. Committee will provide feedback to Ocreative after next meeting on Dec. 7
- Action Item: Consideration of Holiday Train event application from Hartland Chamber of Commerce. MOTION made by Berger to approve Holiday Train event application in the amount of \$650; seconded by Muenzenberger. MOTION passed unanimously.

- Action Item: Consideration of quote from Ocreative for web hosting & maintenance for both downtownhartland.com and explorehartland.com websites for 2019. MOTION made by Heyerdahl to approve web hosting & maintenance quote from Ocreative in the amount of \$1,200; seconded by Berger. MOTION passed unanimously.

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

Recap of design meeting on Nov. 2:

- Action Item: Consideration of Sign & Awning Grant application from Snap Fitness for new signage at 352 Cottonwood Ave. MOTION made by Haroldson to approve sign & awning grant for new signage at 352 Cottonwood in the amount of \$509.37; seconded by Badani. MOTION passed unanimously.
- Action Item: Consideration of Sign & Awning Grant application from Shore Line Cycle World at 122 Cottonwood Ave. MOTION made by Muenzenberger to approve sign & awning grant for window graphics at 122Cottonwood Ave. in the amount of \$260.83; seconded by Haroldson. MOTION passed unanimously.
- Sign design approval for First Citizens Bank located at 400 Cardinal Lane. No sign grant application.
- Action Item: Consideration of quote from Patio Petals, supplier Reinders, for 6 new snowflake lights for downtown light poles. MOTION made by Badani to approve purchase of 6 new snowflake lights in the approx. amount of \$366; seconded by Heyerdahl. MOTION passed unanimously.
- Action Item: Consideration of quote from Patio Petals, supplier Downtown Decorations, for purchase of new ornaments for holiday tree in downtown. MOTION made by Badani to approve purchase of new ornaments in the approx. amount of \$688; seconded by Berger. MOTION passed unanimously.
- 2019 Design budget to remain the same as 2018.

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

One business loan closed on 11-12-18 for \$20,000.

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

Committee did not meet.

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

Cottonwood Plaza façade project started. Entire building repainted to date.

New owners of The Flower Garden located at 202 North Ave.

New photographs of some store fronts, new businesses to be taken in the near future.

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

2019 Village of Hartland budget approved on 11-12-18. Overall levy decreasing.

Market reevaluation almost complete, will go into effect Jan. 2019.

2019 Utilities: water remains the same and sewer to increase.

Board and Plan Commission considered plans for Glen at Overlook Trails single-family condo development.

**8. Adjournment**

MOTION by Haroldson to adjourn at 8:36 a.m.; seconded by Badani. MOTION passed unanimously.

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

*Minutes submitted by Cindy Gardner, BID Director.*