



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

**BID Board Members Present:** Dr. Jim Muenzenberger, Dave Lamerand, Tom Brass, Scott Heyerdahl, Marilyn Haroldson, Mike Badani

**BID Board Members Absent:** Jon Wojciechowski, Steve Berger, 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 7:33 a.m. by BID President, Tom Brass

**2. Approval of Agenda:** MOTION made by Heyerdahl to approve March 13, 2018 meeting agenda as presented; seconded by Haroldson. MOTION passed unanimously.

**3. Approval of Minutes:** MOTION made by Muenzenberger to approve Feb. 13, 2018 meeting minutes as presented; seconded by Heyerdahl. MOTION passed unanimously.

**4. President report by Tom Brass, BID President**  
None

**5. Financial report by Tom Brass, BID President**  
BID President presented statements of operations and balance sheets for February, 2018. MOTION made by Badani to approve financial reports as presented; seconded by Lamerand. MOTION passed unanimously.

**6. Committee Reports**

**a) Marketing Committee report by Cindy Gardner, BID Director**

Recap of marketing meeting on March 2:

- Theia Vision Care Co-op advertising grant approved for up to \$200.
- Action Item: Hartland's Neighborhood Night Out (HNNO) event application. MOTION made by Haroldson to approve \$600 for sponsorship for HNNO event on 8/2/18; seconded by Heyerdahl. MOTION passed unanimously.
- Action Item: Chillin' on the Trail art walk event application. MOTION made by Muenzenberger to approve \$300 for sponsorship for Chillin' on the Trail art walk event on 5/11/18; seconded by Haroldson. MOTION passed unanimously.
- Action Item: Hartland Hometown Parade event application. MOTION made by Heyerdahl to approve \$500 for sponsorship for Hartland Hometown Parade event on 7/1/18; seconded by Lamerand. MOTION passed unanimously.
- March Mania event starts 3/13/18. 13 participating businesses.
- Ice Age Trail Committee update from Muenzenberger. IAT Community signs added to trail markers. Kiosk for Nixon Park being fabricated by AHS woodworking students. Centennial Park kiosk project by Eagle Scout candidate Jack Sullivan was presented to Village Board. Action Item: MOTION made by Lamerand to support Eagle Scout candidate Jack Sullivan's Centennial Park kiosk project in the amount of \$300 once approved by Village Board; seconded by Heyerdahl. MOTION passed unanimously.

National Trails Day is June 2. Potential for hike from Delafield to Hartland, ending in Nixon Park Beer Garden.

- Rebranding and water tower painting proposals from Ocreative presented. Water tower painting concepts will need to be presented to Village Board at a future meeting.  
Action Item: MOTION made by Heyerdahl to have Ocreative design concepts for water tower painting with allowed expense up to \$500; seconded by Haroldson. MOTION passed unanimously.

**b) Design Committee report by Jim Muenzenberger, Committee Chair & Cindy Gardner, BID Director**

Recap of meeting on March 2:

- Action Item: Consideration of façade grant application from Behrend Property LLC for 117 Hill Street & 108-116 W. Capitol Drive. MOTION made by Heyerdahl to approve façade grant for 117 Hill Street & 108-116 W. Capitol Drive in the amount of \$10,000; seconded by Lamerand. MOTION passed unanimously.
- Comments on downtown bench replacement and bench sponsorship brochure.
- Comments on seasonal streetscaping; addition of a planter by the Citgo crosswalk, light pole banners and flower baskets.

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

Committee met on Feb. 28. Three loan applications reviewed. Two loans closed, one still in review process. Marketing Automation workshop on March 20 at library.

**c) Executive Committee report - None**

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

Comments on lease renewals for current businesses. BID Properties currently on the market have not sold. Director attended City Tin meeting organized by Delafield Chamber. Director out on vacation March 30-April 9.

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

Village moving forward on new, more noticeable public parking signs. Will get BID input. Village comprehensive plan – forming a steering committee to provide feedback on documents being drafted.  
Potential tenant for Riverwalk commercial building.

**9. Adjournment**

MOTION by Haroldson to adjourn at 9:06 a.m.; seconded by Heyerdahl. MOTION passed unanimously.

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