



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

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

BID Board Members Absent: Mike Badani

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 Board President, Tom Brass

2. Approval of Minutes: MOTION made by Heyerdahl to September 11, 2018 meeting minutes as presented; seconded by Muenzenberger. MOTION passed unanimously.

3. President report by Tom Brass, BID President

Board members & officers for 2019. Will present potential new board members & officers and vote at November 13 board meeting. Board member Heyerdahl resigning at term end on Dec. 31, 2018.

4. Financial report by Cheryl Pfundtner, BID Treasurer

BID Treasurer presented statements of operations and balance sheets for September, 2018. BID 2019 Budget will be \$74,800 with addition of Riverwalk commercial property located at 208 E. Capitol. MOTION made by Muenzenberger to approve financial reports as presented and 2019 BID budget of \$74,800 with addition of 208 E. Capitol; seconded by Haroldson. MOTION passed unanimously.

5. Committee Reports

a) Marketing Committee report by Steve Berger, Committee Chair

Recap of marketing meeting on October 5:

- Hartland Lights, Nov. 30, 2018 from 6-9pm
- 2019 Budget – committee will have final numbers at next meeting
- Water tower painting project – Village approved design. BID to move forward with explorehartland.com webpage. MOTION made by Haroldson to approve \$1800 quote from Ocreative for the development of explorehartland.com webpage, with further exploration of what organizations should be on webpage; seconded by Heyerdahl. MOTION passed unanimously.
- Small Business Saturday Nov. 24. Elise Miller ambassador for downtown Hartland.
- BID member fall social Nov. 8 from 5-7pm at Tabi's Lake Country
- CP Holiday Train arrives in Hartland Friday, Dec. 7 at approx. 5:45pm
- Brief discussion on food trucks for lunch downtown Hartland.
- IAT Committee representative Muenzenberger spoke about promoting the Community Partner Program

b) Design Committee report by Jim Muenzenberger, Committee Chair

Recap of design meeting on October 5:

- Action Item: Consideration of Sign & Awning Grant application from Lake Country Bed Barn for new signage at 365 Cottonwood Ave. MOTION made by Heyerdahl to approve sign and awning grant

for new signage at 365 Cottonwood in the amount of \$750 max; seconded by Haroldson. MOTION passed unanimously.

- Action Item: Consideration of Sign & Awning Grant application from Speech/Language Therapy for Kids at 119 E. Capitol Dr. MOTION made by Wojciechowski to approve sign & awning grant for 119 E. Capitol Dr. in the amount of \$235.35; seconded by Haroldson. MOTION passed unanimously.
- Sign design approval for Evert-Luko Funeral Home located at 170 Warren Ave. No sign grant application.
- Action Item: Sandwich board sign grant for Shore Line Cycle World located at 122 Cottonwood Ave. MOTION made by Muenzenberger to approved sandwich board sign grant in the amount of \$50 for Shore Line Cycle World; seconded by Wojciechowski. MOTION passed unanimously.
- 2019 Design budget to remain the same as 2018.

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

Committee met on Sept. 26. One loan application approved for \$18,400.

c) Executive Committee report by Tom Brass

Committee met on Oct. 1, 2018. 2019 BID Board members discussed.

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

Business activity update: Lake Country Bed Barn moving to 365 Cottonwood. Shore Line Cycle World moving to 122 Cottonwood Ave. Keller Williams will be in new building by Dec. 31, 2018. Brief discussion about use of BID gift certificates at businesses.

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

Moratorium on allowing additional sex offenders to move into/reside in the Village.

Village in negotiations to acquire Zion Lutheran Church for a community center.

Village approved pavement striping for parallel parking spaces in downtown business district. DPW looking for contractor to paint stripes before it gets too cold.

2019 Village Budget hearing coming up.

Dark Store Legislation – comments by board member Pfannerstill.

8. Adjournment

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

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