



**Hartland Business Improvement District
Board of Director's Meeting
Tuesday, December 10, 2019, 7:30 a.m.
Village Hall Board Room, 210 Cottonwood Ave., Hartland, WI**

BID Board Members Present: Dr. Jim Muenzenberger, Tom Brass, Jessie Puzach, Cheryl Pfundtner, Steve Berger, Marilyn Haroldson, Mike Badani, Jeff Pfannerstill

BID Board Members Absent: Jon Wojciechowski, Cheryl Pfundtner

Others Present: Ryan Bailey, Interim Village Administrator & BID Director, Cindy Gardner

Meeting Proceedings

Board member Steve Berger, BID Vice President, presented Tom Brass, BID President, with a gift of recognition for his 5 years of service as BID President.

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 approve November 12, 2019, meeting minutes as presented; seconded by Berger. MOTION passed unanimously.

3. President report by Tom Brass, BID President
None.

4. Financial report by Tom Brass, BID President

Statement of operations and balance sheets through November, 2019. MOTION made by Muenzenberger to approve operations and balance sheets as presented; seconded by Haroldson. MOTION passed unanimously.

Action Item: Hartland BID 2020 Operating Plan presented. MOTION made by Badani to approve 2020 Operating Plan; seconded by Puzach. MOTION passed unanimously. Village board will review and approve in January 2020.

5. Committee Reports

a) Marketing Committee report by Steve Berger, Committee Chair

Recap of marketing meeting on Dec. 6:

- Hartland Lights event Dec. 6 was well attended, nice weather. Crowd smaller than last year but businesses still happy with turnout.
- Shop Small Friday and Saturday had good foot traffic downtown.
- 2020 Marketing & event calendar reviewed. Will tweak as year progresses.
- IAT Committee did not meet.

b) Design Committee report by Jim Muenzenberger, Committee Chair

Recap of meeting on Dec. 6:

- ACTION ITEM: Sign grant application & sandwich board sign grant applicaiton from Juli Spoerl, Juli & Boutique, 138 North Ave. Project includes two-side hanging sign mounted on post and sandwich board sign. MOTION made by Muenzenberger to approve sign grant in the amount of \$65; seconded by Badani. MOTION passed unanimously. MOTION made by Muenzenberger to approve sandwich board sign in the amount of \$50; seconded by Badani. MOTION passed unanimously.

- Director to send email to business owners reminding them to bring in sandwich board signs when business closes.
- Decorative banners installed by DPW on Cottonwood & North Avenues.

c) Economic Development Committee – no meeting

d) Executive Committee – no meeting

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

Holiday Tree vandalized. 5 light strings and 8 ball ornaments destroyed. Hartland PD investigating.

Restitution form submitted.

Banner for Holiday Train & Hartland Lights was damaged by high winds. Replacement banner not usable.

Vendor will make the next banner for free.

BID businesses collected 690+ food items for the Holiday Train donation to food pantries.

New laptop received, set-up and new BID email address: bid@downtownhartland.com

No movement on properties for sale downtown: Lombard property price \$374,900, Bruno property/139

Cottonwood price \$499,900. Juli & Boutique open at 138 North Ave.

Wisconsin Upside Down non-profit folding, located at 155 E. Capitol Dr.

7. State of the Village report presented by Ryan Bailey, Interim Village Administrator & Jeff Pfannerstill, Village President

Village will be redecorating village board room and commons areas. Currently exploring options.

Village exploring changing logo, rebranding.

New Village Administrator, Tim Rhode, starting Jan.6.

Comments on Lake Country Lutheran property development, gravel pit development and Zion Lutheran church site redevelopment. Glen at Overlook Trails paved and curbed.

Discussion, comments regarding food trucks on village/public property.

8. Adjournment

MOTION by Badani to adjourn at 8:26 a.m.; seconded by Pfannerstill. MOTION passed unanimously.

Next BID Board meeting date is scheduled for Tuesday, January 14 at 7:30 a.m.

Minutes submitted by Cindy Gardner, BID Director.