



**Hartland Business Improvement District  
Board of Director's Meeting  
Tuesday, October 13<sup>th</sup>, 2020 - 7:30 a.m.  
Village Hall Community Room, 210 Cottonwood Ave., Hartland, WI**

BID Board Members present: Steve Berger, Dr. Jim Muenzenberger, Jessie Puzach, Marilyn Haroldson, Jeff Pfannerstill, and Tim Rhode

BID Staff present: Michelle Haider, Executive Director

BID Board Members absent: Cheryl Pfundtner, Mike Badani, and Tom Brass

**Meeting Proceedings**

1. **Board Meeting Call to Order:** Meeting called to order at 7:34 a.m. by BID Board President.
2. **Approval of Minutes:** MOTION made by Haroldson to approve the September 8<sup>th</sup>, 2020 meeting minutes with change to Economic Development committee meeting date to August 20<sup>th</sup>; second by Muenzenberger. MOTION passed unanimously.
3. **President report**— none
4. **Financial report by Steve Berger, BID President**  
Statement of operations and balance sheet for September 2020 presented by Berger, as BID Treasurer was unable to attend meeting. MOTION made by Muenzenberger to approve operations and balance sheet as presented; seconded by Puzach. MOTION passed unanimously.

Muenzenberger motioned to approve BID total assessment at \$74,800 as part of budget, second by Haroldson. Motion passed unanimously.

Executive Committee will meet to discuss the 2021 budget and present the 1<sup>st</sup> draft to the board at next meeting. Each committee will work on their portion of the budget and then propose it to the board at November meeting.

5. **Committee Reports**

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

October 9<sup>th</sup> meeting notes:

Business Trick or Treat sponsored by the Chamber is Oct. 22<sup>nd</sup>.

Shop Small Saturday – Haider will contact business to see what promotions they are offering and will post on social media and BID website.

Holiday train is virtual this year, so will have food pantry collection bins and possible competition between Village, BID, and Chamber. There is a separate committee discussing more ways to collect and coordinating at Hartland Lights.

Hartland Lights – would like to close more of the street down to ensure social distancing.

Working on securing Santa, walking carolers, sound system, and business activities for the night.

2021 marketing calendar – form for business spotlight to put on social media.

Sending RFP for website hosting/design and new photos of downtown.

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

October 9<sup>th</sup> meeting notes:

Façade grant application from Birch & Banyan Coffee to repaint outside of building. Need to get more information from Jessie regarding façade work and quote for entire job.

Patio Petals provided quote for new flower baskets that need less watering.

Committee is working on a map to know which street poles have electricity (DPW is looking into) and which ones to put a banner, flower pots, and banners.

Suggested to use funds from façade grant budget for streetscape/holiday decorations, as these funds will not be utilized.

Haroldson suggested to encourage businesses to decorate windows during holidays.

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

September 23<sup>rd</sup> meeting notes:

No new loan applications.

The committee reviewed the original goals, activities, and measurables spreadsheet from the Strategic Planning Sessions in 2012. Discussion on whether some of the goals may still apply for today's business environment with talk of business retention calling, making sure that our businesses are healthy and sustainable during this COVID time.

There were comments on identifying programs to help small businesses.

Tim Rhode updated the committee on the Arrowhead Campus petition to annex into Hartland, the approval of the Newman development on the Lutheran School lands. 50 single family condominiums with a 150 apartments. No commercial development on this site at this time.

**d) Executive Committee Report – none**

**6. BID Director Report by Michelle Haider, Executive Director**

Updating BID website with current commercial properties for lease.

Meeting with current business and property owners, while working on new business and committee recruitment. Phone conversation with Krista Morrissey about strategic plan. Will check with her on availability for end of December or early January.

Suggested to have new board member in place before strategic plan – each board member to bring a candidate for open board position. Discussion on application process for BID members and those with committee work would have precedence.

Promoting Downtown Hartland with outside organizations – Lake Country Family Fun, Evan Frank with Lake Country Now, and Ice Age Trail Alliance.

**7. State of the Village report presented by Tim Rhode, Village Administrator.**

Village 2021 budget - increase of \$45k in taxes which comes from new construction to be approved November 9<sup>th</sup>.

Stop N Go is keeping their brand at this location and working on new signage.

No update on Hartland Inn.

Arrowhead Campus petition to annex into Hartland.

Approval of the Newman development on the Lutheran School lands. 50 single family condominiums with a 150 apartments. No commercial development on this site at this time.

**8. ADJOURNMENT**

MOTION by Pfannerstill to adjourn at 9:03 a.m.; seconded by Puzach. MOTION passed unanimously.