



**Hartland Business Improvement District
Board of Director's Meeting
Tuesday, November 10th, 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, Tim Rhode, Cheryl Pfundtner, Mike Badani,

BID Staff present: Michelle Haider, Executive Director

BID Board Members absent: Jeff Pfannerstill and Tom Brass

Meeting Proceedings

1. **Board Meeting Call to Order:** Meeting called to order at 7:37 a.m. by BID Board President.
2. **Approval of Minutes:** MOTION made by Puzach to approve the October 13th, 2020 meeting minutes; second by Haroldson. MOTION passed unanimously.
3. **President report**— none
4. **Financial report by Cheryl Pfundtner, BID Treasurer**

Statement of operations and balance sheet for October 2020 presented by Pfundtner. BID is under budget for 2020 spending, so fund balance (undesignated funds) will increase for 2021.

MOTION made by Muenzenberger to approve operations and balance sheet as presented; seconded by Puzach. MOTION passed unanimously.

Berger presented 2021 draft budget by line item.

Muenzenberger presented on behalf of design committee, an increase in budget for streetscape program in 2021. Muenzenberger shared street pole design, which proposed purchasing 26 new flower baskets, 13 snowflakes, and 12 banners to install on North Ave and Cottonwood Ave, in addition to current inventory on Capitol. Total cost would be \$14,000-\$15,000 for these items. Discussion of where these funds would come from.

MOTION made by Muenzenberger to spend \$10,000 on proposed equipment with extra 2020 budget and increase streetscape budget by \$5,000 in 2021 to \$16,900; seconded by Haroldson. MOTION passed unanimously.

MOTION made by Muenzenberger to approve BID 2021 budget with increase to streetscape budget for total budget of \$95,510; seconded by Haroldson. MOTION passed unanimously.
5. **Committee Reports**
 - a) **Marketing Committee report by Steve Berger, Committee Chair**

November 6th meeting notes:
Black Friday and Small Business Saturday promotions
Details for Hartland Lights with safety in mind. Haider has reached out to businesses to see if they will be offering an activity. Will update posters and maps.

Developed social media calendar and business spotlight.
RFP for hosting and website redesign

b) Design Committee report by Jim Muenzenberger, Committee Chair

November 6th meeting notes:

Reviewed Birch & Banyan façade grant for \$2,599. MOTION made by Muenzenberger to approve grant; seconded by Badani, Puzach abstained. MOTION passed unanimously.

Reviewed Lake Country Travel temporary signage. MOTION made by Haroldson to approve sign; seconded by Berger. MOTION passed unanimously.

Reviewed yarn art installation presented by outside organizers to benefit Lake Area Free Clinic. MOTION made by Pfundtner to temporarily approve installation pending questions on install date and locations; seconded by Puzach. MOTION passed unanimously.

Reviewed Stop N Go signage. MOTION made by Haroldson to approve sign; seconded by Berger. MOTION passed unanimously.

c) Economic Development Committee by Marilyn Haroldson, Committee Chair

October 21st meeting notes:

Business Loan application received for 201 North Ave. More information and designs were requested from the owner by the committee before they could recommend the bank moves forward with loan.

Marilyn, Steve, and Michelle met with Bank Five Nine to discuss process of business loan pool program.

Increase marketing efforts for business education grants.

d) Executive Committee Report by Steve Berger, BID President

October 26th meeting notes:

Drafted the 2021 BID budget

6. BID Director Report by Michelle Haider, Executive Director

Strategic Plan – proposal received from Choices Coaching & Consulting. Haroldson asked if we could see examples of what the end product would look like. Need to ask consultant for hourly fee if we wanted to go over the 4 hours. Will create an application for open board member position, which is strongly encouraged to participate on a BID committee.

RFP for website, hosting, and photography.

Finished updating commercial listings on website and contact information. Currently updating business/property list with contact information.

Creating new business loan pool application.

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

Update on incident with Hartland and Delafield police officers. Village is asking businesses to put up blue exterior lights in honor of police officers through Thanksgiving. Yard signs are available at Village Hall with donations going to both families.

8. ADJOURNMENT

MOTION by Badani to adjourn at 9:23 a.m.; seconded by Pfundtner. MOTION passed unanimously.