



**Hartland Business Improvement District  
Board of Director's Meeting  
Tuesday, September 8<sup>th</sup>, 2020, 7:30 a.m.  
Village Hall Community Room, 210 Cottonwood Ave., Hartland, WI**

BID Board Members Present: Dr. Jim Muenzenberger, Jessie Puzach, Cheryl Pfundtner, Marilyn Haroldson, Mike Badani, Tim Rhode, Tom Brass

Michelle Haider, Executive Director, via video conference

BID Board Members Absent: Steve Berger, Jeff Pfannerstill

**Meeting Proceedings**

1. **Board Meeting Call to Order:** Meeting called to order at 7:32 a.m. by BID Board Vice President (acting for President Steve Berger who was absent).
2. **Approval of Minutes:** MOTION made by Muenzenberger to approve the August 11, 2020 meeting minutes as presented; second by Badani. MOTION passed unanimously.
3. **President report** – none.
4. **Financial report by Cheryl Pfundtner, BID Treasurer**  
Statement of operations and balance sheet for August 2020. No Changes. MOTION made by Haroldson to approve operations and balance sheet as presented; seconded by Badani. MOTION passed unanimously.
5. **Committee Reports**
  - a) **Marketing Committee report by Jessie Puzach**  
September Meeting Notes:

Committee discussed Hartland lights and the role that the BID could play during this COVID time for this event. Ways to social distance and still enjoy the event. There probably will be no choir this year but maybe carolers walking around. Marlene will not be running the event this year. It will be a slightly different event this year.

No word yet on the Christmas Train, whether it will be coming or not.

There was discussion of a survey of the businesses to see what events or activities that they would like to see and how to use social media better.

Ice Age Trail is celebrating its 40<sup>th</sup> year in October.

Michelle Haider was introduced at their meeting to those on the committee who had not met her.

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

No active grants at this time. No news from the Klink Carpet regarding their application . Patio Petals will present a plan for the next meeting for the budget planning.

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

September 23 Meeting:

No new loan applications.

The committee reviewed the original goals, activities and measureables spreadsheet from the Strategic Planning Sessions in 2012. There was a 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**

She informed the Board of her activities her first month:

Meeting with business owners,  
Getting to know the lay of the land and about Hartland,  
Responding to phone calls and inquiries,  
Knowing more about the Ice Age Trail.

Michelle hopes to organize some strategic planning sessions in November or December. She has contacted 2 sources about facilitating the sessions. She asked about the previous strategic planning sessions and how the committees broke out after the general sessions. How much time can the board devote to the strategic planning sessions?

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

Update on the Neumann Development near the Lutheran High School. It should be about 600 people into the Village. There will be 50 single family condos and 150 apartments. KWIK did buy stop and go gas station. The Village is not sure what type of C-store or gas station it will be. KWIK Trip keeps cards close to chest. However, they have been good to work with.

Voting in the Village will take place at St. Charles School. Requests for mail-in ballots puts extra work on the clerks.

**8. ADJOURNMENT**

MOTION by Pfundtner **to** adjourn at 8:32 a.m.; seconded by Badani. MOTION passed unanimously.