



**Hartland Business Improvement District
Board of Director's Meeting Minutes
Tuesday, January 10, 2023 - 7:30 a.m.
Hartland Village Hall, 210 Cottonwood Ave, Hartland, WI**

BID Board Members present: Steve Berger, Dr. Jim Muenzenberger, Steve Osterndorf, Marilyn Haroldson, Elise Miller, Nick Jensen

Guests present: None

BID Staff present: Kristyn Smith

BID Board Members absent: Jeff Pfannerstill, Tabi McBride, Cheryl Pfundtner

Meeting Proceedings

- 1. Board Meeting Call to Order:** Meeting called to order at 7:36 a.m. by BID President.
- 2. Approval of Minutes:** MOTION made by Osterndorf to approve the November 8, 2022 and December 13, 2022 meeting minutes; seconded by Muenzenberger. MOTION passed unanimously.
- 3. President report:** Welcomed BID Director back from maternity leave. An oversized, reusable presentation check has been created for use in photo opportunities for grants and donations. Discussion on a monthly newsletter highlighting current events and BID activities/accomplishments and soliciting volunteers. Will be working with Director to implement newsletter as soon as possible.
- 4. Financial report by Cheryl Pfundtner, BID Treasurer**
Statement of operations and balance sheet for December 2022 will be presented at the next board meeting.
- 5. BID Director Report by Kristyn Smith, BID Director**
Berger gave a recap of last month as acting director. The marketing calendar is almost complete and will be sent to print and distribute. Director has returned from maternity leave and is resuming normal hours.
- 6. Committee Reports**
Marketing Committee report by Steve Berger, Committee Chair
January 6th meeting notes: Distributed Hartland Lights feedback and had discussion. The marketing calendar is almost done and ready for print. The business directory has been updated and kiosks will be updated. The March Mania promotion is in process and the committee is scouting new sign

locations. Bark River Bash will be on 5/6 and is already being worked on. The Village gave official event approval. Hartland Hometown Parade sponsorship discussion. MOTION made by Muenzenberger to make a \$500 sponsorship; seconded by Osterndorf. MOTION passed unanimously. Spring Social is tentatively scheduled for April 20th. BID Director will find location to host.

Design Committee report by Jim Muenzenberger, Committee Chair

January 6th meeting notes: Discussion on new sign grant for 180 Design/Build in the amount of \$178. MOTION made by Muenzenberger to approve sign grant; seconded by Haroldson. MOTION passed unanimously. The committee is looking into the cost and logistics of string lighting downtown. Discussion on a grant program to subsidize outdoor flowers and planters for constituents this spring. Wayfinding signs are now in production.

Economic Development Committee by Marilyn Haroldson, Committee Chair:

The economic development committee did not have a meeting.

Executive Committee Report by Jim Muenzenberger, BID Vice-president:

The executive committee did not have a meeting.

State of the Village report presented by Ryan Bailey, Acting Village Administrator:

Bailey was unable to attend today's meeting, no State of the Village report. Berger indicated that both the Kwik Trip and hotel projects are moving forward.

7. ADJOURNMENT

MOTION by Haroldson to adjourn at 8:36a.m.; seconded by Osterndorf. MOTION passed unanimously.