



**Hartland Business Improvement District  
Board of Director's Meeting Minutes  
Tuesday, February 14, 2023 - 7:30 a.m.  
Hartland Village Hall, 210 Cottonwood Ave, Hartland, WI**

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

Guests present: Ryan Bailey, Village Administrator

BID Staff present: Kristyn Smith

BID Board Members absent: Jeff Pfannerstill, Tabi McBride, Steve Berger

**Meeting Proceedings**

- 1. Board Meeting Call to Order:** Meeting called to order at 7:35 a.m. by BID Vice-President.
- 2. Approval of Minutes:** MOTION made by Osterndorf to approve the January 10, 2023 meeting minutes; seconded by Miller. MOTION passed unanimously.
- 3. President report:** No President report, Berger not present.
- 4. Financial report by Cheryl Pfundtner, BID Treasurer**  
Statement of operations and balance sheet for January 2023 and December 2022 presented by Pfundtner. MOTION made by Haroldson to approve operations and balance sheet as presented; seconded by Jensen. MOTION passed unanimously. Discussion on allocating fund balance.
- 5. BID Director Report by Kristyn Smith, BID Director**  
The BID Social will take place on April 20<sup>th</sup> at Tabi's Lake Country. March Mania and Bark River Bash are progressing nicely. Distributed business directory for feedback. Created business lists for focus groups that will meet this spring.
- 6. Committee Reports**  
**Marketing Committee report by Elise Miller, Committee Member**  
February 3<sup>rd</sup> meeting notes: Committee is actively moving forward with March Mania and Bark River Bash. Liz from A&A attended the last marketing meeting to discuss vendor exclusivity at the Bark River Bash. Discussion on whether to allow multiple vendors from the same category. MOTION made by Miller that there should be no exclusivity for businesses other than direct sales companies; seconded by Muenzenberger. MOTION passed unanimously. The website is still a work in progress, currently in demo mode, and committee is working with the designer to make changes.

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

February 3<sup>rd</sup> meeting notes: Discussion on new sign grant for New Heights Physical Therapy in the amount of \$750. MOTION made by Miller to approve sign grant; seconded by Osterndorf. MOTION passed unanimously. Distributed an overview of potential overhead decorative street lights and discussion followed. The financial commitment would be substantial (\$50,000+) and the board would like more information prior to proceeding. The ED committee will ask business owners at the focus groups to gauge their interest and the design committee will get renderings. Ryan will also speak to the Village Plan Commission to see if there are any obstacles there. Wayfinding signs are completed and awaiting installation. Discussion on planting program. The committee wants to incentivize businesses to display outdoor flowers by offering a matching grant program. A program was proposed to create a \$5,000 “flower fund” and businesses/building owners are eligible for up to a \$250 reimbursement or 50% of their costs, whichever is less. Money would be available on a first come, first served basis. MOTION made by Haroldson to approve flower program; seconded by Miller. MOTION passed unanimously.

**Economic Development Committee by Marilyn Haroldson, Committee Chair:**

January 25<sup>th</sup> meeting notes: Three trial focus groups have been created representing a variety of Downtown Hartland businesses. The committee intends to hold focus group luncheons with specific questions to gauge BID effectiveness and areas we can improve for our constituents. The marketing study is in development. Haroldson attended a WEDC conference recently and is excited about some new programs being offered. The ED committee will discuss those programs at their next meeting and give a presentation for the board.

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

The executive committee did not have a meeting. Miller announced that she will be resigning from the board effective immediately, but will stay on the marketing committee until after the Bark River Bash. The board expressed gratitude for her time and efforts while working with the BID. MOTION made by Muenzenberger to accept Miller’s resignation with regrets; seconded by Haroldson. MOTION passed unanimously.

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

Bailey informed the board that Pfannerstill is also resigning from the board effective immediately. The Hartbrook Café was approved for the last remaining full liquor license. The Onyx Hotel is in process but there are no new updates. Kwik Trip is planned for fall of this year or spring of 2024. The quarry is in a conceptual phase with discussion of high-end apartments and town houses. No updates on the stop and go.

**7. ADJOURNMENT**

MOTION by Haroldson to adjourn at 8:50a.m.; seconded by Pfundtner. MOTION passed unanimously.