

**Village of Wauwatosa Business Improvement District**

Board of Directors Meeting, February 5, 2009, WaterStone Bank, 7500 W. State Street

In attendance: Anderson, Greves, Kristof, Hardman, Brown, Fitzgerald, McCarthy, Ehley, Sauter, Pantuso, Dowdle

Excused Absence: Archambo, Burg, Chris Leffler

Ex Officio: Kathy Ehley, BID ED (Executive Director); Terry Estness, WEDC Non-board: Russ Drover for a portion of the meeting

Issue/Topic	Discussion	Outcome/Decision/Assignment
Sign-in; Welcome	Bill Brown announced he would be running the meeting in Chris Leffler's absence. Brown welcomed Larry Greves, new board members for 2009.	
Zoo Interchange presentation	<p>Beth Foy and other staff from DOT presented background information on the Zoo Interchange project,</p> <ul style="list-style-type: none"> <li>• Sefreeways.org has updates on all the latest status of the project.</li> <li>• Direct connections to Swan Blvd and Watertown Plank Rd.</li> <li>• Anticipate work will be completed by 2016.</li> <li>• Signing on how to get to various locations:</li> <li>• Next opportunity for the public input will be in late April/early May. Likely a two night session and two sessions in two locations.</li> </ul> <p>Brown asked about plans for traffic mitigation during the construction period and how will it impact the Village area; what main streets will be used to divert the traffic on City Streets.</p>	Issue for BID - which Wauwatosa city streets will be used to divert freeway traffic during constructions. Need conversation with City Alderpersons and public works on this matter
Approval of Agenda		Ehley moved, McCarthy second to approve agenda with addition of Leff's plan review, input on Bench styles, and content of annual meeting. Motion approved unanimously.
Approval of Minutes		Brown moved, Ehley second to approve minutes as presented. Motion approved unanimously.
Budget & Finance	<p>Brown commended Ehley for efforts to maximize use of Quickbooks functions and reporting. This can be challenging for an accounting professional and even harder for someone (Ehley) without the accounting background.</p> <p>Verbal correction on net worth report, the total designated funds at January 31, 2009 are actually \$45,000 rather than the \$33,000 shown on the manually created profit and loss report.</p> <p>Reported that new forms for BID banking accounts at WaterStone and National City have</p>	<p>Brown recommended using the standard reports from Quickbooks and making the following change in procedure. Enter liabilities in the month incurred rather than month bill paid.</p> <p>Still need to develop tracking of reserves and designated funds within Quickbooks reporting.</p>

	<p>been prepared and ready for the designated signatory to endorse.</p>	<p>Goal is continue to refine reports to insure transparency and tracking.</p> <p>Brown moved, Hardman second, to approve financial reports as presented with the correction.</p>
<p>Leff's Lucky Town plan</p>	<p>NOTED: Chris Leffler was not present at this meeting or took part in board discussion on his project/</p> <p>Ehley presented copies of concept of Leff's Lucky Town outdoor seating and use of former Reinke filling station building. Leff's Lucky Town has requested review of concept and board's consideration of letter of support:</p> <p>If the condition use is approved, next step will be to work on getting approvals to join two buildings. Challenge is that two buildings are on properties owned by two different individuals.</p> <p>Consensus of group, this outdoor seating and project would be a tremendous asset to the Village. Comments: Aesthetics very pleasing; will be a connection between east and west side of BID. Important to advocate to easing the approval process to have creative development in existing buildings.</p>	<p>McCarthy moved, Pantuso second, to have BID send letter of support for the Leff's Luck Town conditional use request for outdoor seating and adaptation of former gas station. Motion approved unanimously</p> <p>Include in letter: We encourage all parties involved to work through those challenges to make this important addition to the Village. This project adds value to the Village BID area.</p>
<p>Strategic Focus Status</p>	<p>Ehley requested input from board members on the content/topics for the annual meeting which will be held on March 23, 5:30 – 7:30 p.m. at Harwood Place. It is the opportunity to communicate with and get feedback from BID members on key issues. Also do we have a main topic and speaker?</p> <p>Will be requesting the Village BID food related businesses to provide refreshments for the evening as they have done in the past.</p>	<p>Always tie back the actions in committees in how they impact the goals.</p> <p>Take the strategic focus items on each committee report and how actions relate to those goals.</p> <p>Parking and Construction are topics of importance</p>
<p>Aesthetics Committee</p>	<p>Pantuso, McCarthy reported on committee efforts Images presented of the two style benches – one in a recycled materials and another in coated steel - for feedback. Cost \$500 vs. \$700 assembled and installed.</p> <p>Does either material heat up to an uncomfortable level for sitting. Estness said there is a heat issue to take into consideration; plastic is also easier to clean in case of flooding. Group comments: Recycled material is out of context with the brick buildings and the historic aesthetic of the Village buildings. Need style that is more sophisticated to</p>	<p>Committee will continue to investigate additional styles in the recyclable materials in an attempt to find something that is more stylish and appropriate for the business area.</p> <p>If not, the board supports the steel bench style. Board supports metal material for</p>

	<p>compliment business area. Dark color may have fading issue.</p> <p>Work with engineering dept to determine which areas are the appropriate areas</p> <p>February 26 Friends of Hart Park meeting will have presentation on the recycled plastics.</p> <p>Committee wants feedback from board on the styles.</p>	Village and recyclable for Park area.
ED update	<p>Village Clean-up , April 18 8 – 12p.m. Fire Station going to Plan Commission February 9</p> <p>Forwarding Common Council meeting agendas</p> <p>Derse redevelopment neighborhood meeting Friday night Feb 6 per Mc Bride</p> <p>Consensus Report format feedback: okay at this point</p>	<p>Ehley will forward council agendas to the board members who are not currently receiving them.</p> <p>Ehley will continue to work with committee chairs on refining consent reporting</p>
2009 Village Plan Committee & City Update	No report.	
Adjournment & items for next meeting	Meeting adjourned at 9:07 a.m.	Hardman moved, Ehley second to adjourn the meeting. Motion approved.

Respectfully submitted by Kevin Hardman, Secretary.

APPROVED