

**Village of Wauwatosa Business Improvement District**

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

In attendance: Anderson, Kristof, Brown, Fitzgerald, McCarthy, Ehley, Pantuso, Dowdle Terry Estness, WEDC

Excused Absence: Greves, Sauter, Hardman,

Ex Officio: Kathy Ehley, BID ED (Executive Director); Archambo, Non-board: Eugene Nichols, resident, Russ Drover for a portion of the meeting

<b>Issue/Topic</b>	<b>Discussion</b>	<b>Outcome/Decision/Assignment</b>
Sign-in; Welcome		Eugene Nichols visitor, Russ Drover
Approval of Agenda	Called to order at 7:38 a.m.	Add to agenda – Hector request for support Brown moved, McCarthy to approve with addition. Motion approved
Approval of Minutes		Brown moved, Ehley second to approve minutes. Motion approved
Budget & Finance	<p>All reports are now generated out of Quickbooks.            Comparison to budget            Profit and Loss            Make account for each restricted or designated funding to generate a monthly balance on what spent and how much is left.</p> <p>Will call the committee for policies, procedures, and budgeting. Dowdle will join committee</p> <p>Moving toward openness, purpose,</p>	Fitzgerald moved, Pantuso second to approved financials as presented. Motion approved
Status report	<p><b>Public art sculptures:</b> Ehley in discussion with Mayor, artist and other donor on relocation options.            Drover said the restrictions were not made public, he believes it is subjective on what rights do the BID members have a say in the relocation. BID paid the most should have the most say in where it goes. He feels strongly that is should be kept within the BID. Drover suggestions moving to Root Common. Ka. Ehley explained that legally the artist is the only one who has the final say as to what changes can be made to the artwork and that includes relocation. Drover said he didn't know that to be true.</p> <p><b>Leff's Project:</b> Approved for outdoor patio open 11 a.m. to 11 p.m. Next step is design review and engineering for the build out</p> <p><b>Hectors:</b> Currently have outdoor seating for 9 or 10 p.m., Have applied to extend hours to 2 a.m. Made that request prior to knowing the final decision on Leff's hours and would be willing to match that decision. Requesting a letter of support from the BID Board.            Pantuso expressed concern as to why the decision is so subjective. Archambo explained it is based on the perception on how it will impact the neighbors. Questioned as to why there isn't an ordinance on this that businesses could then as for an exception. Ke Ehley – it is</p>	Ehley moved, Fitzgerald second to provide a letter of support from the BID for Hector's request for extension of their outdoor seating hours with final determination of hours by the Council.

	<p>very difficult to get any exceptions to ordinances therefore avoid an ordinance. Archamo agreed and said there is a noise ordinance that all business owners must adhere to and should be the regulator on actions.</p> <p>Discussion on content of the letter of support. Final wording was to support Hector's request for extension of their outdoor seating hours with final determination of hours by the Council.</p> <p><b>Annual Meeting:</b> Questions that anticipated sent to well in advance Wehrley, Welch, and Archambo will be in attendance for presentation and comments.</p> <p>Have the Strategic Focus copies.</p> <p>Block watch report.</p> <p>On the 24<sup>th</sup> is the Mayor's first Town Hall meeting.</p> <p>Rotary Performance Pavilion is almost complete and Hartfest will use the area.</p> <p>Ribbon cutting will take place in June before first concern. Seating grading will be done in fall after concert seating. Exciting time.</p> <p>Parking Study: Welch</p>	<p>Motion approved with one dissenting vote - Leffler</p>
<p>ED update</p>	<p>Associate Business Membership: Ka Ehley explained concept of offering associate business members to businesses located outside the BID boundaries but with a perceived connection to the Village such as the businesses along River Prkwy, Watertown Plank Rd, and the 68<sup>th</sup> &amp; Wells area. A benefits plan and fee structure will be worked out by the marketing committee.</p> <p>Brown Sign fell down: Retaining aluminum materials for possible recycling sale or reuse.</p> <p>VISIT Tour in the Village – in April, date to be determined</p>	<p>Board agreed this was a good idea and encouraged continued work.</p>
<p>Live Local Concept</p>	<p>Utilize National Night Out to promote the Village businesses.</p> <p>Other idea: Have booth at Tosafest.</p> <p>Ka Ehley presented overview and logo of the Live Local Campaign created by subcommittee of the Marketing Committee. Much support for the concept, very timely with economy. Board members want the committee to flesh out the cost the budget of on-going costs. Board wants budget to determine if this is a financially sustainable project;</p>	<p>Live Local committee has go ahead to continue on its efforts and must present the board budget for the project creation and</p>

	also to determine the how much of the BID budget should be dedicated to it. Could also do a co-op of funding by retailers with the seed money by the BID	on-going costs to determine how much of the BID budget should be dedicated to it.
Adjournment & items for next meeting		Fitzgerald moves, Pantuso second to adjourn meeting. Motion approved

Respectfully submitted by Kevin Hardman, Secretary.

DRAFT