

**Village of Wauwatosa Business Improvement District**

Board of Directors Meeting, May 7, 2009, 7:30 a.m. WaterStone Bank, 7500 W. State Street

In attendance: Anderson, Burg, Dowdle, Leffler, Brown, Fitzgerald, McCarthy, Ehley, Pantuso, Sauter, Hardman,

Excused Absence: Greves, Kristof, Terry Estness, WEDC

Ex Officio: Archambo, Kathy Ehley, BID ED (Executive Director); Also attending: Russ Drover for a portion of the meeting

Issue/Topic	Discussion	Outcome/Decision/Assignment
Sign-in; Welcome	Meeting called to order at 7:39 a.m. Thank you to Pantuso for the treats.	
Approval of Agenda		Pantuso moved, Brown second motion to approve as with addition from Aesthetics Committee. Motion approved
Approval of Minutes		Brown moved, Ehley second to approve minutes as presented. Motion approved.
Budget & Finance		Brown moved, McCarthy second to accept financials as presented.
Rotary Club request	<p>Leffler – Paul Roller Rotary Club Performance Center called to ask for a donation from the BID. He explained they are in need of additional funding due to some unfulfilled pledges, overruns on construction, etc. They need funds to pay off the liens before they can turn the Pavilion over to the City. Brown asked if it was critical to pay it off and clear the debt; this is unknown. Leffler did not receive the detail information to answer the questions. Roller told Leffler that any amount would help.</p> <p>Brown stated that since we put the budget together, it would be fiscally irresponsible to take BID funds that are not budgeted. McCarthy echoed this.</p> <p>Ehley suggested an option of having a donation come out of the Marketing Committee budget and utilize it as a marketing vehicle. Burg suggested the BID distribute Village flyers at the concerts as a marketing tool.</p>	<p>Sauter moved, Burg and Brown second having the Marketing Committee consider giving a donation out of marketing budget and use it as a marketing vehicle to raise awareness of the Village.</p> <p>Motion approved unanimously.</p>
Aesthetics committee recommendation.	<p>Recommendation by committee  <b>The Village BID Aesthetics Committee respectfully recommends to the BID Board the following:</b></p> <p><b>The Committee recommends using a Thomas Steele product; preference is Cunningham series for the purchase of 6 custom size waste receptacles, 15 standard size waste receptacles, 1 planter and 3 - 6 ft benches at a cost of \$5,436.28 for Root Common area and \$16,375.13 for the general BID area. Final style choice between two series options will be made after a site visit to the factory on May 18, 2009.</b></p> <p><b>Encroachment permit process will move forward after board approval but final model decision made after factory visit.</b></p>	Brown moves, Hardman second to accept the recommendation of the Aesthetics Committee.

	<p><b>The site map with recommended locations for items will be presented at the May 7, 2009 board meeting in addition to the quotes.</b></p> <p><b>Presentation of images and layout made at May, 2009 board meeting.</b></p> <p>Pantuso explained process the committee used to come to decision on manufacturer and style.</p> <p>Investigated several different manufacturers – quality, styles, installation and shipping fees, Wisconsin based, etc.</p> <p>Placement suggestions taken into consider where the trash is heaviest and insured there this a distribution</p> <p>Utilization of existing City receptacles moving to new locations,</p> <p>The recommendation of the committee fits within the budgeted funds available with monies left over</p> <p>Drover presented his perspective of the errors in the decision making of the Committee that he is a member of. His written statement is attached to minutes.</p> <p>Brown encourages the committee to develop a cost sharing plan and multi-year plan.</p>	
Update on banners	<p>Ehley presented the two styles of banner branding.</p> <p>Wayfinding committee worked on flexible banner design which has since been modified in image to make more readable from a distance.</p> <p>Drover wants a metal style duplicating the size, material and image of the wayfinding directional signs created for placement outside of the Village boundaries. He is recommending placing them only on light poles in front of assessment paying businesses, not on the south side of State St and not in front of residential properties.</p> <p>Discussion as to need of a survey of the membership on the style or need for banners. Determined the board members make up a good cross section of property owners and business owners. Show of hands on the need for banners was unanimously. Show of hands on style of banners was unanimously. Motion made based on this input.</p> <p>Board recommends having a survey to the members regarding the banners.</p>	<p>Brown moved, Hardman second to give authority to Aesthetics committee to investigate cost and develop plan on the vertical (approximate 18 x 43 H) non-metal material and to no longer to pursue the Village logo sign design in a vinyl.</p> <p>Motion approved unanimously.</p>
City Administrator report	<p>Stadium will be ready by Aug 14 ready for the fall football stadium.</p> <p>State St reconstruction – several weeks ahead of schedule with a completion date of August.</p>	

	Fire Station construction June to May 2010 Fall of 2010 demolition of existing station. Rotary stage needs - anticipates electricity to stage by first concert.	
Adjournment & items for next meeting	Meet adjourned at 9:00 a.m.	

Respectfully submitted by Kathy Ehley for Kevin Hardman, Secretary.

DRAFT