

Village of Wauwatosa Business Improvement District

Board of Directors Meeting, July 9, 2009, 7:30 a.m. WaterStone Bank, 7500 W. State Street

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

Excused Absence: Anderson, Greves, Kristof, Sauter, Hardman, Archambo,

Ex Officio: Kathy Ehley, BID ED (Executive Director); Also attending: Russ Drover and Eugene Nichol

Issue/Topic	Discussion	Outcome/Decision/Assignment
Sign-in; Welcome	Meeting called to order at 7:30 a.m.	
Approval of Agenda		Pantuso moved to approve as presented, Dowdle second. Motion approved
Approval of Minutes		McCarthy moved to approve as presented, Burg second. Motion approved
Budget & Finance	<p>Ehley explained City Attorney Kesner has agreed that a review rather than a formal audit would be sufficient for submittal to Council. Kesner asked for a written description of what was included in a review. Ehley spoke at length with Chuck Law, the Wisconsin expert on BID law regarding the matter. He knows of no other BID that is required to submit a formal audit. It was determined a number of years ago that the expense of a formal audit is a significant hardship for the limited budgets of BIDs.</p> <p>Ehley presented the financials. The checks have been cut and recorded for the purchase of the trash receptacles and benches but has not been sent.</p>	<p>McCarthy, Pantuso moved to accept the financials as presented. Motion approved</p>
Update on Banners	<p>Kathy Ehley reported that quotes for banners have been secured from three vendors - two from Tosa vendors and one from Greenfield. The latest technology in digital printing is producing a better finish than in the past and the product printed on vinyl holds up better than in the past. Committee will review the bids at the next meeting and send a recommendation to the August board meeting.</p> <p>Russ Drover disagrees with the intent of the banners and the fact that the banners will be placed throughout the BID area. He presented a written statement that in his opinion the banners will not have a significant effect on bringing more business to the area or do anything to increase property values.</p>	<p>Aesthetics committee will present a recommendation to the Board in the August.</p> <p>Include Mr. Dover's written statement in board document file.</p>
Letter of Request	<p>Issue of the street closure and opening it has been brought up for years by the local businesses. BID has been advised that to move this along requires a formal request sent to the City's Clerks office and the matter would be forwarded on to Traffic and Safety.</p> <p>Board wants to have letter signed by full executive committee.</p> <p>Fitzgerald suggested that a request for repair of the Pocket Park be included in the letter and agreed to have the Executive Committee approve the final version.</p>	<p>McCarthy, Pantuso moved to have letter reviewed by Executive Committee for finalization and that it should be signed by all members of the committee. Motion approved</p>

<p>Goal setting for 2010</p>	<p>Preliminary budget numbers by the August board meeting. Executive Committee will work prior to this meeting at the July 22 meeting. One issue from Marketing committee is taking the production of the Around the Village mailer in-house. It has been a very impactful mailing piece but currently only goes to 2500 households in Wauwatosa. GT Creative is the publisher and their needs are to have a beautiful piece and make a profit therefore they are not motivated to increase the number of pieces but the BID needs to have a greater percentage of the 12000 households in Tosa receiving this. Postage costs are increasing almost annually which impacts total cost per piece.</p> <p>Some ideas for Committee to consider: Investigate having it stuffed into the City news letter Or in the neighborhood association distribute them. Investigate tiered contribution levels by the retail merchants (merchants association)</p>	<p>First blush of a budget will be discussed at the August board meeting.</p>
<p>Adjournment & items for next meeting</p>	<p>Meeting adjourned at 8:50 a.m.</p>	<p>Fitzgerald moved, Ehley moved to adjourn the meeting.</p>

Respectfully submitted by Kathy Ehley for Kevin Hardman, Secretary.

Approved