

Village of Wauwatosa Business Improvement District

Minutes of Board of Directors Meeting, November 1, 2007, City Hall, Room 1

In attendance: Anderson, Brown, Burg, Conley, Ehley, Fitzgerald, Heaviland, Leffler, Madunic, McCarthy, Olson

Excused Absence: Olson, Barry, Carlson, Makal,

Ex Officio: Kathy Ehley; Interim ED, Gloria Stearns, WEDC

Non-board member attendee: Russ Drover, Ald Tom Treis, Jaime

Kristof

Issue/Topic	Discussion	Outcome/Decision/Assignment
Welcome and Comment	Call to order 7:37 a.m.	
Approval of Agenda & Minutes	<p>When Fitzgerald asked any corrections or additions to the draft of the minutes for the October 2007 board meeting, Alderman Treis asked for the floor and stated that his name and Mr. Conley's name were misspelled, also that it was noted he was in attendance and he was not. Because of these errors he assumes there are more errors therefore he recommends that the minutes not be approved.</p> <p>Mr. Conley asked the treasurer if the question about the parking lot and Pick n Save, now under one ownership, that was raised at the October meeting had been taken care of.</p> <p>Assessment process per Ald. Tries was that the Exec Director should be doing the assessment, passed on to the Assessment Committee, then approved by the Board. He questioned as to who chairs the Assessment Committee. Mr. Leffler explained Rich Lochrie had been the chair, but chose not to provide leadership this year and was unwilling to provide the formula that he used to calculate the assessments last year. Mr. Leffler also stated that it is not required that the calculations be done by the Executive Director; the Budget & Finance Committee chose to handle it this year.</p>	<p>Heaviland moved, Anderson second to table the minutes until the next meeting. Motion approved</p>
President's Report	<p>General Bid Meeting for Values, Ops, Challenges Leffler stated he felt the meeting was valuable and good information came out of it. WEDC Gloria Stearns stated she passed along the outcomes of the values, opportunities and challenges exercise with the group handling the City's comprehensive planning.</p> <p>Root Common project contract Fitzgerald explained that Margo Mazur submitted an invoice for \$2135 for which she did the work outside the scope of her contract based on verbal</p>	

	<p>conversation with Rich Conley. Conley said he never authorized such work. Fitzgerald stated that based on the contract, Mazur was paid completely for Phase II and that she composed a letter stating that the BID would not be making any further payment.</p> <p>Fitzgerald wrote a letter stating, which Leffler read to board (included with minutes) the BID did not believe it was responsible for additional fees paid outside of the complete payment</p> <p>Operating Plan/Budget Approved</p> <p>Bylaws Revision: Executive Committee will work on revision and present to the board for discussion.</p> <p>Board Member Applications: Have five vacancies – three for BID members and two for community reps. Leffler and Madunic are renewing, Kristoff applied. Had three community rep applications but one came in after the deadline. That person is being asked to join the Marketing Comm.</p> <p>Conley questioned the process that these candidates are submitted. Ehley stated currently there are no written guidelines or procedures on how this is handled. Needs to be done for 2008 to provide specifics. Treis and Conley explained to the board that procedures were past by previous boards and are in the minutes.</p> <p>Ehley stated that the Board needed to establish and approve written procedures which will be held in a Policy and Procedure binder so that future staff and board members understand the procedures without having to read through years of minutes. She also recommends ALL committees and chairs are establish in January including a nominating committee.</p>	<p>Ehley and Heaviland moved and second to approve the letter as presented, which will be sent out to Mazur regarding the invoice dated 8/31/2007 from Caerulean. Motion approved</p>
<p>Budget & Finance</p>	<p>Financials: Approved copy will be filed with minutes. New Chart of Accounts presented by Treasurer.</p> <p>Conley questioned if the owners of Pick and Save have been contacted about combining their two parcels which would impact the assessment calculations. Ehley stated that on the 2007 property tax parcel list provided by the City, indicated two properties having two separate parcel numbers. This list is the</p>	<p>Heaviland and Madunic moved and seconded to approve financials as presented. The Chart of Accounts is a work in progress and will be amended as needed. Motion approved</p>

	<p>basis for the committee's calculations of assessment.</p> <p>Conley said it was unfair to the property owner to pay the higher assessment and it is the BID's obligation to either approach the property owner. He said we should notify the City Comptroller that the assessments were calculated incorrectly; need to be resubmit. Ehley explained that it was beyond that deadline to make changes and if Conley's recommendation is done, the BID assessments would likely not be included in the 2007 property tax bills. The adjustment for the combination of these two parcels would not impact any of the other assessments. A refund for the parking lot assessment could be paid out of next year's budget.</p> <p>Heaviland recommended leaving the assessment calculations as submitted to the City and simply contact the property owner to explain the situation and the option to combine the two parcels for BID assessment purposes; give the owner the option to get a refund or donate the monies to the BID.</p>	<p>Ehley will contact the owners of the Pick n Save parcels to explain the option of combining the parcels for BID assessment purpose and option of a refund.</p>
<p>Standing Committee and Ad Hoc Committee updates</p>	<p>Wayfinding: Madunic distributed revised plan (hard copy attached to official file of minutes) to now do a banner on every other pole to stay within the 2008 budget.</p> <p>Requesting moving 2009 \$15,000 commitment to 2008 to replace the brown signs. Looking at \$3500 per new large directional signs.</p> <p>Fitzgerald commended the committee for reworking the plan to modify the number of banners and still work on the critically important directional signs.</p> <p>Brown questioned any future commitment on the reserve funds in additional to the Root Common and Wayfinding . Ehley said not at this time.</p> <p>Next meeting committee will discuss the process and procedure on which businesses will be included on the large directional signs, what is the charge to the individual business for inclusion.</p> <p>Look at alternative of doing in small amount per year or do the whole project using the reserves and pay the reserve back each year out of the operating funds.</p>	<p>Conley made a motion that we take the next</p>

	<p>Look at two options, the lean way and the complete project to be done in 2008. In addition she will put together the original plan</p> <p>Committee requests ideas from the Board members to give names to the parking lots to that we can promote to raise awareness and use on all signage and print material.</p> <p>Root Common: Two very important meetings on Nov 6 and 8 to hear presentations from each of the 5 contractors that have bid on implementing the Plan. Primary object of meeting is to have the opportunity to ask questions about the company's qualifications and suggestions for implementing and phasing.</p> <p>Standard meeting notice will be sent out to all BID members regarding the meetings.</p> <p>Marketing: Set up subcommittees on specific events. First quarter subcommittee is firming up some activities that will be presented at next board meeting. Committee needs to redefine the needs for the brochures and quarter page flyers. Committee will determine the ways to utilize the materials and the quantities</p> <p>To provide more of a splash, put up the greenery in planters. Encourage all store owners to decorate with uniform color</p> <p>Madunic recommended the BID should strategically name the Village areas that will be used consistently in the future. This is an important marketing/wayfinding issue that needs attention.</p>	<p>30 days to investigate possible funding sources and then hold a discussion. Motion was not seconded.</p> <p>Leffler recommends the Wayfinding Committee and Budget and Finance Committee meet to review the funding options and implementation schedule.</p> <p>Wayfinding and Marketing Committees must meet to determine names for the parking lots and other reference points in the Village to be used with consistency in all BID materials.</p>
<p>Guest Speaker</p>	<p>Bill Wehrley, Dept of Engineering: Capital improvement items in Village, Hart Park progress.</p> <p>Draft of the 5 year plan 2008 State 60th - 68th paving and some sewer work; also reworking the intersection of 68th and State because of several accidents in that area. Median work and complete reconstruction to raise the intersection to the level of the railroad beds.</p>	

	<p>May be possible to build in halves to keep the intersection open but that would cause control issues. Street scaping will be done from 60th to 68</p> <p>The section of 74th to 68th will not have ornamental street light poles installed until 2011 and that same year Harwood between State and Wauwatosa is scheduled for resurfacing.</p> <p>Road work will likely last April to October. Wehrley will write up a broad scope of the project with the understanding that funding has not been approved by budget or Council.</p> <p>Area construction and Hart Park development must be coordinated with the Railroad which is challenging. Anticipated for traffic flow that 70th would be for vehicle only, no truck traffic. Construction of the Rotary Stage in Hart Park is scheduled to begin in 2008.</p> <p>Currently in a transitional period with MMSD as to who is responsible for next steps in flood plan reconstruction. Too late to seed this fall but sewage district will do in spring (Hart Park)</p> <p>There will be a tall fence lining State Street to prohibit the pedestrians from crossing over the tracks</p> <p>Regarding the major street construction that took place this summer: small tasks continue to be cleaned up after the major street work. Streets will be cleaned after the last of the fall leaf pickups.</p>	<p>Madunic requested the number of additional light poles that will be installed for the number of banners needed in future</p> <p>Heaviland requested written summary document of Wehrley's presentation to share with BID members. Wehrley will write up and forward to BID office.</p>
Unfinished Business	None	
New Business	Marija Madunic requested support of the board for her proposed signage at Firefly Urban Bar and Grill sign. She shared the design with the board.	Fitzgerald and Burg moved and second to support the proposed plan that will go to the sign dept. Motion approved (Conley had left meeting prior to vote)
Adjournment & Next Meeting	Meeting adjourned at 9: 40.	Ehley and Madunic moved and second to adjourn the meeting. Motion approved.

Respectfully submitted by Michelle Fitzgerald, Secretary