

**‘Village of Wauwatosa Business Improvement District**

Minutes of Board of Directors Meeting, December 6, 2007, City Hall, Room 1

In attendance: Anderson, Barry, Brown, Burg, Carlson, Conley, Ehley, Fitzgerald, Heaviland, Leffler, McCarthy, Olson; 2008 board members: Jaime Kristof, Kevin Hardman, Carol Winkel

Excused Absence: Makal, Madunic,

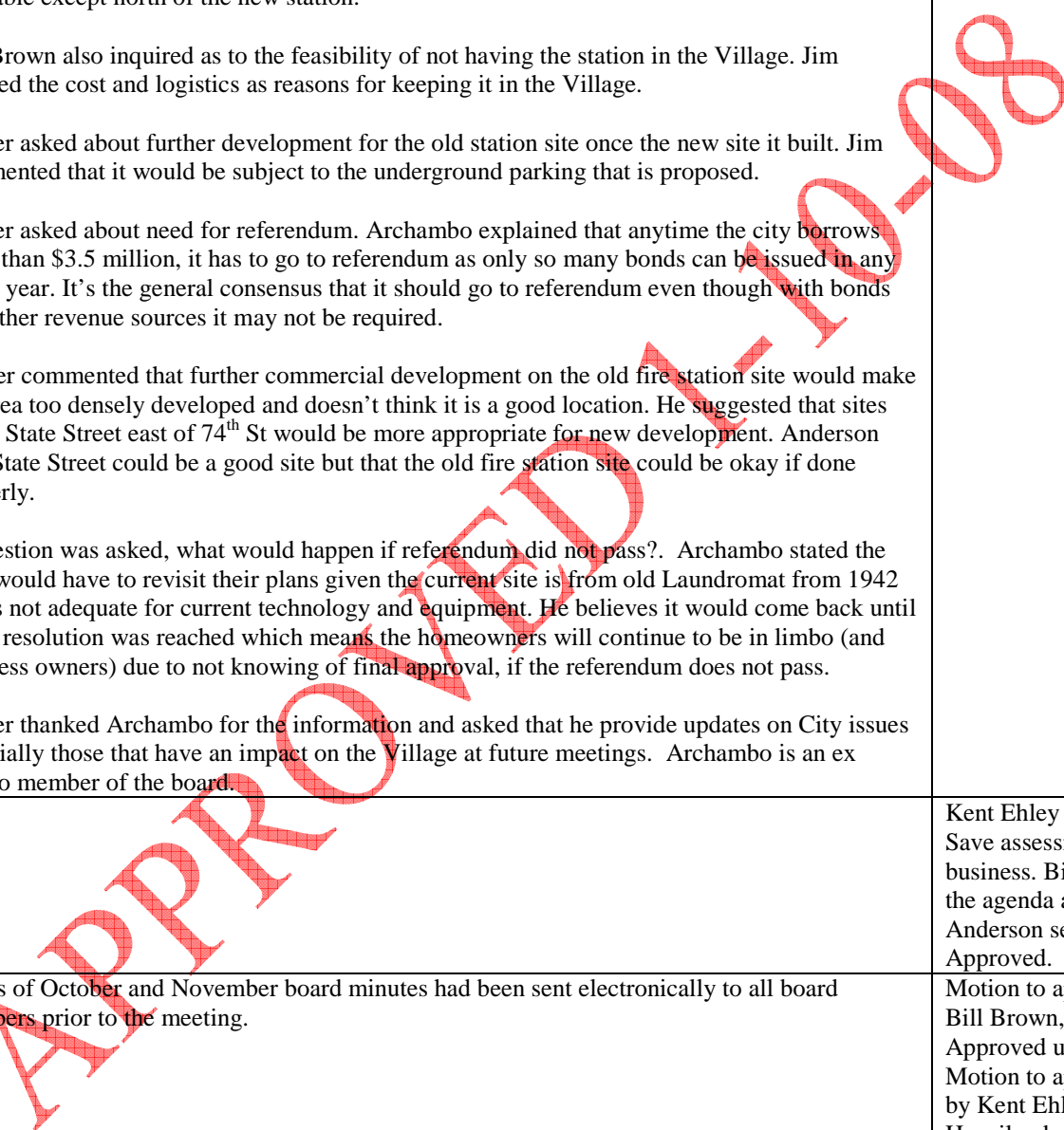
Ex Officio: Interim ED, Kathy Ehley; Gloria Stearns, WEDC, James Archambo

Non-board member attendees: Russ Drover,

Deb Karpfinger, Mark Schraith

**DRAFT**

Issue/Topic	Discussion	Outcome/Decision/Assignment
Welcome and Introduction of 2008 board members	<p>Call to order 7:37a.m.</p> <p>Introduction of all Board members as new members coming on are also present. New members for 2008 are Jaime Kristof, Kevin Hardman, and Carol Winkel; appointees to the board as community representatives</p>	
Fire Station Presentation/Update	<p>Jim Archambo Showed site plan option recommendation (northern option), the aerial photo of existing site and Zimmerman Design sketch of new building and discussed the reasons/need for leaving existing fire station in tact while building the new building for both cost and logistics such as parking. The proposed new site affects four residential homes. December 17, 2007 will be the next meeting regarding the fire station at the City level.</p> <p>Russ asked questions on site plan details that were not currently available to be answered.</p> <p>Deb Karpfinger commented that the plan may lose vital parking spots that can impact the village businesses like the road construction this summer did. Jim Heaviland commented on the parking as well as did Rich Conley. Chris restated Alderman Donegan’s questions at city council meeting - Donegan questioned the need to have adjacent parking for fire fighters changing shifts as the best use of space which will require taking a home. Station #2 near Mayfair was looked at as an option to house the maintenance bay and it was not attractive as it would have to be replaced as well in next 15-20 years and probably further south. The Watertown Plank Station location is under contract with the County for certain staffing specific to covering the facilities on the Country Grounds and the Research Park, adding anything to that site could cause the renegotiation of that contract and a potential elimination that support.</p> <p>Leffler commented that if the proposed off-street parking could be moved to the south of the proposed site it would be a huge benefit to the Village as a whole. Karpfinger commented that that would help a lot as she and the other businesses in her area absolutely need the parking available for their customers and with the loss in front of new station, etc. very little will be</p>	

	<p>available except north of the new station.</p> <p>Bill Brown also inquired as to the feasibility of not having the station in the Village. Jim restated the cost and logistics as reasons for keeping it in the Village.</p> <p>Leffler asked about further development for the old station site once the new site it built. Jim commented that it would be subject to the underground parking that is proposed.</p> <p>Leffler asked about need for referendum. Archambo explained that anytime the city borrows more than \$3.5 million, it has to go to referendum as only so many bonds can be issued in any given year. It's the general consensus that it should go to referendum even though with bonds and other revenue sources it may not be required.</p> <p>Drover commented that further commercial development on the old fire station site would make the area too densely developed and doesn't think it is a good location. He suggested that sites along State Street east of 74<sup>th</sup> St would be more appropriate for new development. Anderson said State Street could be a good site but that the old fire station site could be okay if done properly.</p> <p>A question was asked, what would happen if referendum did not pass?. Archambo stated the City would have to revisit their plans given the current site is from old Laundromat from 1942 and is not adequate for current technology and equipment. He believes it would come back until some resolution was reached which means the homeowners will continue to be in limbo (and business owners) due to not knowing of final approval, if the referendum does not pass.</p> <p>Leffler thanked Archambo for the information and asked that he provide updates on City issues especially those that have an impact on the Village at future meetings. Archambo is an ex officio member of the board.</p>	
Approval of Agenda		<p>Kent Ehley requested adding Pick-n-Save assessment to unfinished business. Bill Brown move to approve the agenda as amended, Pamela Anderson seconded motion. Approved.</p>
Approval of Minutes	<p>Drafts of October and November board minutes had been sent electronically to all board members prior to the meeting.</p>	<p>Motion to approve October minutes by Bill Brown, seconded by Kent Ehley. Approved unanimously.          Motion to approve November minutes by Kent Ehley seconded by Jim Heaviland. Approved unanimously.</p>

<p>President's Report</p>	<p>Recommendation by Linda Burg:          Executive Committee will discuss some procedural matters for the Board to allow BID Board meetings to progress more smoothly without lengthy comments from guests. Recommendations will then be made to the Board. Jim Heaviland commented that Bylaws may already have a passed resolution regarding timing on guest's comments, etc.          Bylaws revisions will be presented at the January meeting and voted on at the February meeting.          Executive committee will meet to try to review and present changes to Bylaws for the Board to review in January. Bill Brown asked to see original Bylaws. Pete Carlson noted that it could be sent with the proposed changes included to compare.          Need to recruit BID members for board          Jim Olson, Jim Heaviland, Kathy Barry and Tim Makal are all retiring from the board as of December 2007. Leffler thanked all for their past participation and contributions.          Still have two openings for Board members representing business owners or property owners.          Slate of Officers for 2008 to be voted on at January meeting          Leffler, Kent Ehley, and Fitzgerald have volunteered to continue in their current leadership roles for 2008. Vice Chair Jim Olson is retiring from the board leaving a need to replace the Vice Chair position. Leffler encouraged board members to consider and thanked Anderson who offered to be considered.          Hartfest/Tosafest:</p>	
<p>Budget &amp; Finance</p>	<p>Presentation of the Financials          Made \$725 on Root Common fundraising          Reserve Fund status          Clarification of the amount of uncommitted dollars in reality is only \$11,859 Detail itemized in attached document.</p>	<p>Motion to Approve financials          Olson, moved, Barry second –          Financials approved as presented.          Copy attached in Minutes binder.</p>
<p>Standing Committee and Ad Hoc Committee updates</p>	<p>Wayfinding:          Parking signs are being reinstalled at correct height. Level. Banners for spring/summer will be installed in spring. Committee has asked for forward funding to do the majority of the wayfinding work done. Exec and Wayfinding will meet to find a way to move this on a fast track.          Root Common:          Regarding the invoice presented by Margo Mazur for additional work beyond her contract, Fitzgerald presented recommendation for the payment of one-half of the invoice presented at the last board meeting, accompanied by a letter stating this would end any further services needed by Mazur for the BID. This would eliminate the Phase III service from the original contract.          Bill Brown suggested that it should not be paid due to her non-delivery of construction drawings as stated in original contract and no written proof that anyone at the BID told her to</p>	<p>Ehley, Carlson - Motion to carry over the unspent funds for Wayfinding committee of \$8325 to be spent in 2008. Motion approved unanimously.</p>

	<p>go ahead on the build-design.</p> <p>Rich Conley stated that he did not tell her she would be compensated for the additional work. Anderson recalls conversations between Conley and Mazur that her service was to be build/design, not including construction drawings. The contract was not rewritten and no minutes had been taken in a written format regarding this agreement. Anderson commented that Conley told Mazur we needed some more detail for contractors and she did provide that information.</p> <p>Fitzgerald reminded the board that they authorized having Mazur paid in full for the first two phases of her original contract which included construction drawings with the stipulation that Conley felt the BID received the services as agreed. She had a conversation with Conley at that time in which she recommended not paying the contract in full unless everything expected was received. Conley authorized payment in full. Fitzgerald expressed concern that not paying at least a portion of this invoice as a good will gesture could lead to some type of litigation which would cost far more in legal fees than paying half of this invoice.</p> <p>Committee heard presentations from all five vendors; committee requested additional information and revisions which will be discussed at next meeting Dec 18, 2007 Leffler asked progress on fundraising – Conley responded that fundraising was discussed at committee but doesn't have an update at this point</p> <p>Marketing: Discussing and developing activities for 2008; need further discussion to flush out details. One idea is Winter Frolic; another is Random Acts of Kindness the week of Valentine's Day. Leffler stated that detailed budgets will be required of all activities prior to the budgeting process to insure this fits into the overall BID budget and strategic plan.</p> <p>Tree lighting was cancelled due to the severe weather. In the future the ceremony will have an established alternative date in case of bad weather.</p> <p>Block Watch: Kristof and Ms. Ehley met with WauwatosaNOW regarding the concept of the block watch and security. We will be personally approaching business</p>	<p>Fitzgerald moved to approve payment of 50% of the new invoice and request no further service, Burg seconded the motion.</p> <p>Brown moved and Conley second amending the motion to state that we give up securing the construction drawings and Mazur give up payment on the 8/31/2007 invoice with no payment made.</p> <p>VOTE: approval - Olson, Ehley, Heaviland, Conley, Carlson, Brown; opposed - Anderson, Barry, Burg, McCarthy, Fitzgerald. Motion passed. This motion supersedes the initial motion on the floor.</p>
<p>Executive Director Report</p>	<p>Ms. Ehley passed out a list of things accomplished in the past six months and things that need to be focused on in 2008. She also had an overview of responsibilities for a part time marketing/events staff.</p> <p>Leffler expressed appreciation for all that had been accomplished. He explained that the</p>	<p>Heaviland moved, Burg second motion to contract Kathy Ehley on a month to month basis. Approved with Kent Ehley voting present. Fitzgerald had left the meeting prior to this vote.</p>

	<p>contract with Ms. Ehley is through December 2007 and recommended to the board that it be continued. Ms. Ehley has agreed to continue.</p> <p>Ms. Ehley distributed to all 2008 board members, a survey to be returned by December 15, 2007 in which they will list their top interests in committee involvement and what they identify as the top three priorities for the BID in 2008.</p>	
Unfinished Business	Due to the length of the meeting, the added Pick n Save assessment item is tabled until January meeting.	
New Business		
Adjournment & Next Meeting	<p>Leffler apologized for the length of the meeting. In the future his goal is to try to get completed by 9:00 and will try to do a better job of estimate needed meeting time prior to the meeting if addition time is needed. Mr. Ehley suggested utilizing a consent agenda summary for every committee which would be distributed prior to the meeting. Meeting adjourned at 9:40 a.m. Due to the holidays, the next meeting will be scheduled for January 10, 2008. All other board meetings in 2008 will be held on the first Thursday of the month.</p>	<p>Heaviland moved, Anderson second motion to adjourn Approved unanimously</p>

Respectfully submitted by Michelle Fitzgerald, Secretary.

APPROVED 1-10-08