

‘Village of Wauwatosa Business Improvement District

Minutes of Board of Directors Meeting, October 4, 2007, City Hall, Room 1

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

Excused Absence: Carlson,

Ex Officio: Interim ED, Kathy Ehley; Gloria Stearns, WEDC, James Archambo, City Administrator Also in attendance: Russ Drover, Officer Paul Leist, Wauwatosa Police Dept.

Issue/Topic	Discussion	Outcome/Decision/Assignment
Welcome and Comment	Call to order 7:37 a.m.	
Guest Speaker	<p>Community Safety Officer had to cancel because of family issue Officer P. Leist discussed level of crimes in Wauwatosa and what is typical – small theft at least daily, robbery every few days, strong arm robbery or burglary about once per week and other crimes occur less often. Any area that wishes to attract people will also attract some bad element. The vast majority of crimes in Wauwatosa are reported. Our per capita crime rate is lower than say, Milwaukee. If all citizens reported the crimes in Milwaukee like most do in Wauwatosa, their rates would even seem higher.</p> <p>The officer was asked if the Village could do anything to help out with this issue. He indicated that street-scaping helps to improve the use and deter criminals. They would also like to see neighborhood block watch program principle occur in a business setting like they do in neighborhoods. Captain could receive complaint/concerns and e-mail the appropriate authority and distribute information from the police. They can do safety talks, check individual buildings for weaknesses, etc. He indicated that we could be a model for other BID districts. The communication tool is powerful and will also help the police be better equipped to respond with additional knowledge.</p> <p>Officer Leist encouraged all businesses to get a security survey of your building. Call him at the Police Station to set up a time.</p>	
Approval of Agenda & Minutes		Chris Leffler moved to approve the minutes, Erin McCarthy seconded the motion. Motion approved unanimously.
President’s Report	<p><u>October 15 general membership meeting:</u> Chris Leffler ran through rough outline of the agenda for the meeting. Chris will review our strategic plan and the focus of the BID and committees. Kathy will briefly review work she has done. Bill Brown will facilitate the discussion on input from the property owners and business owners. This will</p>	

	<p>be the bulk of the meeting. Afterwards we will hit briefly on the website, wayfinding and then Root Common update and questions and answers.</p> <p>Sally Springer – owner of 7400-7425 Harwood properties and health care staffing and training facilities requested to speak. She stated concern regarding notice for the October 15, 2007 meeting – said two weeks notice was not sufficient lead time and she will be out of town. Also questioned on the set up of the BID regarding why any community members or businesses owners would be on the BID board other than property owners as they are ultimately responsible for the assessment. Leffler explained the BID is chartered through the state laws and follows required make up of BIDs. Kathy told Ms. Springer that she will meet individually with her to discuss her concerns further.</p> <p><u>Board vacancies:</u> Kathy Barry and Jim Heaviland are not renewing their board positions. There is also one vacancy open for a BID member. We have received two applications from community members. We will need to seek a few more. Chris indicated that we may want to seek people who could help with some planning aspects of the board.</p> <p><u>Need for committee members:</u></p>	<p>Kathy Ehley will follow-up with Ms. Springer meeting individually with her to discuss her concerns further.</p>
<p>Budget & Finance</p>	<p><u>Operating plan:</u> Presented to Board. Not sent out prior to meeting because of several weeks of email malfunction on the BID computer.</p> <p><u>Financials:</u> August financials presented by Treasurer. Hard copy will be on file with minutes.</p> <p><u>2007 assessment</u> Assessment: A few properties had a significant increase in assessed value which put them at the maximum BID assessment. Despite the 3% increase in the budget approved last month, the rate went down and most owners saw a decrease across the board on the assessment. Two manufacturing properties are assessed by the State and those figures won't be known until November. Suggestion made by Bill Brown to show parcel number along with name so it is clear to us in reports. It is submitted to the City with only parcel ID #'s.</p> <p>Rich Conley, a member of the Budget & Finance Committee, raised the issue</p>	<p>All board members will review document and vote later today via e-mail. Need to vote/respond via individual reply, not "reply-all". Copies of individual votes will be kept with the Oct minutes.</p> <p>Motion by Jim Heaviland to approve the August financials and seconded by Pam Anderson. Motion approved.</p>

	<p>of the two parcels –Pick n Save and the adjacent parking lot – now owned by the same property owner. When asked when this change took place, he responded he thought this year. He said it was unfair that the two parcels were assessed separately. The larger parcel is at the maximum assessment and if the two parcels were combined and assessed as a single unit, it would save the property owner some assessment money. Treasurer Ehley stated that because it was listed as two parcel numbers on the spreadsheet provided by the City Assessor the calculation of assessment was done as two individual properties. Conley said this was not done according to the procedure. Ehley stated that he had no procedures that were given to him or the Budget & Finance Comm. Leffler stated that Mr. Lochrie, who did the calculations in 2006, chose not to share the instructions and formulas; the Treasurer had to do a lot of work to develop the spreadsheet with correct formulas.</p> <p>Conley stated the assessment should be tabled until the correction was done and all assessments are recalculated. Ehley explained that the assessment spreadsheet was due to the Assessor’s office in mid-October, needed to be included in the City’s Budget & Finance committee packet, along with the budget, no later than tomorrow for presentation and approval at the Committee on Oct 9 to insure it will be included on the 2007 tax bill. If this assessment is tabled to the November meeting it will likely not be included on the property tax bill.</p> <p>Discussion regarding the onus of responsibility to combine parcels for the BID assessment calculations. It was determined that the assessment spreadsheet should be forwarded to City Hall; B & F committee should contact the property owner and explain the situation, offering a refund.</p>	<p>Fitzgerald moved to approve the 2007 assessment contingent on the parcel issue (actually one or two) around Pick n Save; Bill Brown seconded motion. Motion approved. Rich Conley abstained</p> <p>The BID will contact the property owner to explain the option of combining the parcels for BID assessment purposes and offer the refund.</p> <p>Ehley will draft assessment procedures for the Budget & Finance Committee to work on and send to the full board for final. These procedures will be placed in the newly created Policy and Procedure binder in the BID office, which will allow this information to be available to future Executive Directors, Treasurers, Budget & Finance Committees and the board.</p>
<p>Standing Committee and Ad Hoc Committee updates</p>	<p><u>Marketing & Web:</u> Art walk two weekends ago was successful; Anderson working on next spring’s artwalk; also working on forming some sub-committees for other</p>	

	<p>events to spread out some of the work. Website also continuing to be promoted.</p> <p><u>Root Common:</u> Meeting tomorrow, Friday, 8am.</p> <p><u>Wayfinding:</u> Anderson showed the sign and banner samples. Light pole signs should be up by the holiday season. Lightpoles on State Street from 72nd to 68th Street border are part of the City's capital improvement budget in the next year or so. When they are up, the banners will then be added to those poles.</p>	
Unfinished Business	None	
New Business	None	
Adjournment & Next Meeting	Michelle moved to adjourn; seconded by Jim; Adjourned 8:52pm	

Respectfully submitted by Michelle Fitzgerald, Secretary

Approved 12/6/2007