

‘Village of Wauwatosa Business Improvement District

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

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

Excused Absence: Heaviland,

Staff: Interim ED, Kathy Ehley

Also in attendance: Russ Drover, Ald TomTries, James Archambo Gloria Stearns

APPROVED

Issue/Topic	Discussion	Outcome/Decision/Assignment
Welcome and Comment	Call to order 7:37 a.m.	
Guest Speaker	Community Safety Officer had to cancel because of family issue	
Approval of Agenda & Minutes	<p>Call to order at</p> <p>Board minutes are posted on the website in the News, Member Info PDF download files</p>	<p>Change the name in Budget & Finance Committee minutes from Pete Wilson to Pete Carlson remove Erin McCarthy not present at last meeting Carlson move, Ehley 2nd Motion approved with, Anderson abstaining</p>
President’s Report	<p>Chris Leffler states that he thinks strategic planning should focus on aesthetics and capital improvements of the BID area and through the planning process it will have to determine which of the current activities to continue and what other areas need to be reviewed or discontinued. An image and design committee is recommended to deal with issues such things as signage, sandwich boards, bike racks, new boxes, etc. Committee would develop position statements and make recommendations to the board for approval to provide consistent guidelines.</p> <p>Russ Drover: commented on the issue of having a design review board – was in favor of a set of criteria that the BID encouraged property owners to follow, but not in favor of having another layer of bureaucracy.</p> <p>Rich Conley: said he would be opposed to the idea of having to go through another layer of people/volunteers that controls changes to properties, etc.</p> <p>Executive Committee Recommendation: Leffler provided a recap of the discussions regarding the Root Common Park project at the Budget and Finance (B & F) committee and the Executive Committee. B & F discussed several scenarios of how this project could be funded. One is to take \$25,000 out of reserves ear-marked towards the project. They discussed whether a loan should be taken from the City’s revolving loan fund for \$100,000 and discussed how this would be repaid,</p>	<p>Executive Committee recommends to the board the creation of an Image/Design & Review Committee. Initial work would be to clearly define purpose and parameters and present to the board for approval.</p>

	<p>such as funding raising and/or increased assessment. Discussion was to cap it at \$200,000 for the entire project.</p> <p><i>Executive Committee</i> approved a motion to recommend to the full Board to have the Park project committee review the scope of the project and develop a multi-year approach to the development of the park based on the budgetary constraints.</p> <p>Board discussion followed: Bill Brown commented that the park development was a bigger draw/project than just in the BID. Wondered if we could have a referendum city-wide to help support the funding. Pamela Anderson indicated that there are grants for rain gardens and such. Rich Conley indicated it is difficult to phase the project due to the larger pieces of concrete and associated cost, etc. Pamela indicated that she believes it is important to move forward.</p> <p>Bill Brown indicated the pitfalls with the revolving loan fund is that you have to refinance it elsewhere in 5 years unless you can show that you have not been able to do obtain financing.</p> <p>Conley indicated that he and Anderson would continue to be on the committee and handle the fundraising. He also stated Anderson told him there are people interested in this project and they believe there would be support for the fundraising. Fitzgerald asked if the annual operating budget could accommodate the 30-year amortization with the understanding that the fundraising would replenish the budget each year to not raise the assessment.</p> <p>Jim Archambo was asked to comment on Bill's suggestion – He stated that a referendum may not be the way to go as this project is small in comparison to the fire station which is \$9-10 million, but grant money may be out there for things like the rain garden, etc.</p> <p>Rich Conley moved that the Board approve the committee to seek a commitment from the revolving loan committee and the root common committee will also raise \$75,000 on or before March 1, 2008 with the understanding that if they do the BID will commit \$25,000 from reserves, will take the loan out for \$100,000 from the revolving loan fund and the project will not go beyond \$200,000. The motion was not seconded; after discussion, motion withdrawn by Conley</p>	<p>Executive Committee recommendation to board to have Root Common Park committee review the scope of the entire plan, and develop a multi-year plan for phased implementation with respect to the budgetary constraints and fundraising efforts and present to the board for approval.</p>
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	<p>Concern was expressed by board members to making this type of commitment without additional information about phasing options and detail breakout of element costs.</p> <p>Erin McCarthy stated that people have talked to her when doing business at the bank about the fact that they are against the increase of the BID assessment for Root Common Park project.</p> <p>Kathy Ehley stated that getting the project information out to the BID property owners and tenants, not just the business owners, and getting their feedback on the plan and funding issue is very important and encouraged this to occur in the very near future.</p> <p>Russ Drover stated that he believes the property owners are the ones who should vote rather than tenants.</p> <p>Jim Olson stated that any building or landscaping project can be build as a phased project funding in phases rather than full funding and encouraged this type of phasing be looked before any commitment is given by the board.</p> <p>Conley and Anderson agreed to lead the committee in pulling together a presentation/informational set of materials that would be presented to property owners and be taken out to potential donors to get their feedback.</p> <p>Russ Drover presented to the board a petition that he wrote with 13 property owners signatures. They were opposed to fund or take money out of reserves for Root Common, raise the salary of the ED or make that position a</p>	<p>Kent Ehley made a motion to have the Root Common Park project ad hoc committee poll the BID members regarding the project plan, concept of taking \$25,000 reserves and the \$100,000 loan from the revolving loan fund. Bill Brown seconded the motion. Motion approved with Rich voting in opposition.</p> <p>The Root Common Park project committee is charged with putting together information presentation materials on the project including costs and funding options which will be used to talk with the property owners and get their feedback and to create and implement a fundraising plan. Materials would also be used to contact potential donors in an effort to raise \$75,000 by March 1, 2008.</p> <p>Leffler accepted Drover's hard copy of the petition</p>
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	<p>employee of the bid with benefits, disapprove increasing BID assessment for these items, and requesting a meeting before approval of these items.</p>	
<p>Budget & Finance</p>	<p>Kent Ehley: Presented the proposed 2008 budget; Discussion had by many on budget line items. Kathy Ehley recommended that to keep administration expenses in check, the Executive Director contract remain part-time at \$3,000 per month and hire an intern (\$10-12/hour) totaling no more than \$4,000 to \$5,000 per year to help with administrative duties including assistance with events. This would be a cost effective way to best utilize the ED on larger strategic issues rather than clerical work and event activities. Board agreed and the figure was changed to from \$55K to \$40K (down from \$41K projected as expense in 2007) in the draft of the budget.</p> <p>Wayfinding is another large budget line item. The 2006 Board of Directors made a commitment to fund the wayfinding project, directional signage and banners, with \$15K for 5 years. This means the 2006 Board committed the BID to an operational budget line item of \$15K from 2007 – 2011. The first phase of the wayfinding plan will be implemented starting this fall with banners followed by general Village directional signage.</p> <p>Root Common line item set at \$2,500.</p> <p>The budget presented keeps the assessment total at \$70,000, the same amount as the last several years. Expenses are greater than revenue. Much discussion and differing views on if and how large of a reserve should be held. The BID has done some significant projects in the past few years which drew funds from the reserve rather than increase the assessment at some point there may need to be an increase because the reserve is quickly diminishing. .</p> <p>Kent Ehley stated that minimums and maximums should be revisited as otherwise the linear payers will be paying the full 10% increase; linear payers make up approximately 60% of the payers which prompted discussion in which it was decided that a 10% increase in one year without discussing with property owners would be unwise. New motion presented.</p> <p>Total assessment would increase \$2,100 for a total of 72,100.</p> <p>Conley stated he believed it was reasonable to have a minimal increase of 2-3% on a regular basis, that business owners understand expenses go up</p>	<p>Kent Ehley moved to increase assessment by 10% to cover the proposed budget and take the remaining shortfall for the 2008 budget out of reserves. Anderson seconded the motion. Motion approved, with Fitzgerald casting a dissenting vote.</p> <p>Discussion was had to revote on the 2008 assessment and budget. Madunic moved to cut the above increase to 3%, Conley seconded the motion. Motion approved with Kent Ehley abstaining.</p>

	annually	
Standing Committee and Ad Hoc Committee updates	<p><u>Marketing & Web</u></p> <p>Meets every other week on Tuesday at 8:30 a.m. in BID office. Chair Anderson reports e-coupons are up and running; Artwalk flyers are here too. Adirondack chairs are on display and the promotion is going well – article in the paper today.</p> <p><u>Root Common</u></p> <p>Chair Conley will meet with Anderson regarding putting together information for polling the BID members.</p> <p><u>Wayfinding</u>, -</p> <p>Meets on the 3rd Tuesday of each month – the Underwood Gallery. Prototypes being made of parking and directional signage. By next meeting, we should have the prototypes and also the banners. Bid went with Alpha-Neon for production of the banners. Next meeting will review their budget and goal to have the holiday banners by the December holiday season as well as parking signs. Also discussion on replacing the brown signs.</p>	
Unfinished Business	ED Ehley reminded board it was time to begin securing applications for board to submit to Mayor. Four terms will be up at the end of the 2007. Two of which are held by community reps and should be filled with community reps.	Executive Director will send out email blast to BID members, alderpersons and neighborhood associations (for community rep suggestions) requesting applications for prospective board members, requesting applications returned to BID office by October 1.
New Business	Committee meeting schedule	Executive Committee meets Most Wed 7:30 a.m. at BID office. Budget & Finance 2 nd Wed at BID office.
Adjournment & Next Meeting	Kent Ehley move to adjourn, Conley seconded it; all in favor. Adjourned at 9:20 a.m. Next meeting Oct 4, 2007	

Respectfully submitted by Michelle Fitzgerald, Secretary