

**‘Village of Wauwatosa Business Improvement District**

Minutes of Board of Directors Meeting, August 2, 2007, City Hall, Room 1

In attendance:, Barry, Brown, Carlson, Ehley, Heaviland, Leffler, Makal, Burg, Conley, Fitzgerald, Madunic

Excused Absence: Anderson, McCarthy, Olson

Staff: Interim ED, Kathy Ehley            Non-board member attendee: Russ Drover

**APPROVED**

<b>Issue/Topic</b>	<b>Discussion</b>	<b>Outcome/Decision/Assignment</b>
Approval of Agenda & Minutes	Call to order 7:37 a.m. Initially not a quorum, to approve; voted on later in meeting	Pete Carlson moved to approve, seconded by Kent Ehley. Approved by those in attendance last month.
Public Comment	<p>Russ Drover commented on</p> <p>    Need to narrow objectives of BID to basic service that are known and believed by majority of assessment members to be necessary and valuable to district</p> <p>    Concentrate activities on making Village a place for Tosa residents and coordinate Village activities with other interests in the City such as home and garden tours, sporting events, fun activities for children and seniors, pet shows.</p> <p>    Take a can-do approach without hiring experts or professional manager to do things that either property owners or businesses can well do without seeking outside help.</p> <p>    Assessments for broader capital expenditures should be carefully reviewed first to see if they are the responsibility of the BID or the City or the property owner</p> <p>    Need broad consensus of all BID members for any major decision not just a committee or a few directors.</p>	Leffler thanked Drover for his comments. All BID members are welcome to attend board meetings.
Budget & Finance	<p>Kent Ehley presented the balance sheet and profit and loss for July, 2007. also presented proposed/projected budget for 2008.</p> <p>Discussion was had on several minor expense items. Budget needs to be approved at September Board Meeting, assessments determined and submitted with operating plan to the City for approval at the City’s October Budget &amp; Finance meeting..</p> <p><u>Discussion on Wayfinding and signage expenses –</u>  City is putting up more light posts which will require more banners than originally budgeted. Will not know cost impact until bids are back in later this week. Marija stated the 2006 Board had decided to allocate \$15,000 each</p>	<p>Budget &amp; Finance establishing regular meeting on second Wednesday of the month at 7:30 a.m. held in the BID office</p> <p>ED must look through 2006 minutes for this Wayfinding commitment decision and report back to the Budget &amp; Finance.</p>

	<p>of the next 5 years for Wayfinding expenses. That would be 2007-2011. Questions asked regarding hiring full time director and impact on budget. Discussion then lead into BID authority – such as sandwich boards and Kathy Ehley explained we have authority from the City to have a Village BID sign design review board however we don’t have one nor any criteria. It was suggested that Wayfinding be the committee to handle that – if they had more members or full-time director to keep things moving or that a separate standing committee be established.</p> <p>Will be \$25,000 - 30,000 under 2007 budget if expenses for remaining portion of the year are the same as second half of 2006. Rich Conley, Pete Carlson, Jim Olson, Chris Leffler, Kent Ehley are the members of the Budget &amp; Finance Committee.</p>	<p>Image/Design Review committee must be established and criteria determined and documented.</p>
<p>Committee Reports</p>	<p><u>Executive Comm</u>          Focused on strategic planning sessions (2 in July). Determined the categories of the membership and list of needs/benefits. Need to take this information out to BID members and get feedback; use this feedback in setting priorities. Recommend 1 2 more sessions to establish goals and set action steps. Will be meeting again on Wednesday mornings in the BID office (or at Horizons Law Group at 7400 W. State Street when conflict of space use at BID).</p> <p><u>Board Development</u>          Pamela Anderson and Bill Brown were both appointed to Board by Mayor. Update to the director descriptions has not been completed at this time.</p> <p><u>Wayfinding</u>. - Maria Madunic          Still finalizing materials and cost at this point (reflective or not, etc.). Colors and design were completed previously.          Phase One is completed.          Phase Two is now to begin – the replacement of the brown sign boards.</p> <p>Meets on the 3<sup>rd</sup> Tuesday of each month – the Underwood Gallery.</p> <p><u>Marketing &amp; Web</u>          Catral-Doyle designed the e-coupon; still need some criteria and simple process in place to encourage participation and invoicing.</p> <p>The Chair event – Root Common fundraiser: is underway and will launch with posters and such in later August. Bidding open until 9/22/07.</p>	<p>Committee will organize and schedule more strategic planning sessions for early fall.</p> <p>Anderson and Kathy Ehley will write up e-coupon business participation and invoicing process and fee schedule.</p>

	<p><u>Root Common</u>  Park was approved in spring by the Common Council. Rich had then had it scheduled for BID's. It was put on hold due to concern of moving forward regarding concern of the process and meetings.  Original committee was Rich Conley and Pamela Anderson and hosted often-times by Rev. Steven Peay. . Rich indicated there was six meetings and at least 25 people at one of those meetings. A third party was hired for the design and presentation to the public and Board.</p>	<p>Suggested that we need a book for each project that we bring to main Board Meetings so we don't have repeated questions on history of projects moving forward.</p> <p>Rich will put together a summary of the process including the meeting dates, etc. and present to Executive Committee</p> <p>Future meetings to be posted appropriate lead time and minutes taken.</p> <p>Jim Heaviland will officially join the committee</p> <p>Next steps  Conley will do a recap for the public minutes  Set committee members  Establish a estimate on cost and document for the board Conley will make his recommendation as to viability of moving forward on project.</p>
Executive Director Report	Time did not allow	
Unfinished Business	None	
New Business	Committee meeting schedule	Executive Committee meets Every Wed 7:30 a.m. Budget & Finance 2 <sup>nd</sup> Wed
Adjournment & Next Meeting	Adjourned at 9:15 a.m. Next meeting Sept 6, 2007, 7:30 a.m.	

Respectfully submitted by Kathy Ehley in place of Michelle Fitzgerald, Secretary