

Village of Wauwatosa Business Improvement District

Minutes of Board of Directors Meeting, July 12, 2007, City Hall, Room 1

In attendance: Anderson, Barry, Carlson, Ehley, Heaviland, Leffler, Makal, McCarthy, Olson

Excused Absence: Burg, Conley, Fitzgerald, Madunic

Staff: Interim ED, Kathy Ehley Guest: Rev. Steven Peay, Lori Wiess, Wauwatosa NOW

DRAFT

Issue/Topic	Discussion	Outcome/Decision/Assignment
Approval of Agenda & Minutes	Call to order 7:40 a.m. Not a quorum, to approve; present at next meeting	Change title from agenda to Minutes Makal moved, McCarthy second. Approved with Barry abstaining because not present at June meeting.
Public Works Update	<p>Bill Werhley, City Engineer provided update on Village street construction:</p> <ul style="list-style-type: none"> ✓ Completed sanitary sewer work on Underwood in front of Bartolottas will be done on Fri, July 13 ✓ Then work on Underwood to Harmonee on Mon ✓ Restorations crew will be paving trenches on Underwood, Harwood, Harmonee on Sat. ✓ Monday during the day Wauwatosa Ave will be closed between Milwaukee and Harwood but digging will begin Tuesday. ✓ The Wauwatosa Ave detour will last multiple months; no end date established, Bill will keep us posted. ✓ Cars traveling east on Harmonee will be allowed to turn south into the Village ✓ If turning north, they will be detoured to Milwaukee Ave then On Wauwatosa Ave. ✓ Storm sewer work will begin at the Intersection on mall and Harwood. Water main installed in Wauwatosa Ave in that area was put installed in 1895. ✓ The annual seal coat program starts on Monday, this includes some streets in and around the Village. Works will put down seal coat and loose gravel, then cars have to drive on it for 3 days before the sweeper comes through to take care of loose gravel. 	
Budget & Finance	Treasurer presented the balance sheet and profit and loss statements	Treasurer requested all committee chairs to prepare

	<p>Next year's budget will be prepared on monthly basis to provide a comparison throughout the year. Ehley has sent out an email request to all committee chairs to have their 2008 submitted by July 15, 2007 We are on a tight timeline and must have our budget approved at next board meeting.</p>	<p>their 2008 budget with monthly projections and have these back to him next week.</p>
<p>Committee Reports</p>	<p><u>Executive Comm</u> Exec: met weekly since June to plan Strategic Plan and fill board vacancy. Kathy Parker is facilitator, gratis. July 16 & July 30 11 – 1 with lunch provided. Meet at Wauwatosa Savings Bank. Board vacancies: Applications for board membership from Bill Brown (Bartolotta Group) and Pamela Anderson (Underwood Gallery) have been sent to the Mayor. Approval expected at next Common Council meeting Ehley offered his resignation, if so desired, during the time that Kathy Ehley is serving as Interim Executive Director. <u>Board Development</u> Revised Officers Duties; on hold until after the strategic planning. <u>Wayfinding,</u> Signs and banners are ready to be put into production, Waiting on Bill Kappel for dimensions and numbers of banners . <u>Marketing & Web</u> __Take a Seat has been launched with 30 chairs, Silent auction bidding will be open until Sept 22. Official launch on July 26. Info packet with bid sheets distributed to all participants. Brochure updating bigger project than originally determined. Several people helping contact all members to get accurate information E coupon contract signed last week. Must market strongly to our members to make sure it is utilized by a majority of BID members. Anderson and comm. will be contacting local businesses to promote participation. Will be a nominal charge to cover the cost of managing the updates. Designer Catral Doyle will build the template but it will be managed by office or comm.. <u>Root Common</u> Chair Conley was not present but sent report that he has worked hard to set up presentations by the bidders, scheduled July 18. Meeting guest, Rev Peay, a participant in the Committee meetings, requested to speak. In referencing the email he had sent recently to the</p>	<p>Another email will be sent and personal contacts will be made to encourage more participation in strategic planning sessions.</p> <p>Carlson moved, Heaviland second to reject Ehley's resignation and request that he stay on as Treasurer. Motion unanimously approved</p> <p>ED and Comm must continually promote usage of the website promotional tools to all BID members which will increase the value of the site</p>

	<p>board, he expressed concern on the way the committee meetings have been handled and public input ignored by Chair. Meetings have not been regularly scheduled and when called are done so without sufficient notice to maximize member attendance. He respectfully protests the way the committee is being handled – no minutes, late notices. Great concern that the process has not been inclusive as should be for this type of organization. He encouraged the board to find a way to establish or reestablish the committee with a chair who is interested in being inclusive. Rev. Peay clarified his concern is with the process not the people involved.</p> <p>Discussion followed regarding confusion and general understanding of the work of the committee because of the lack of minutes documenting the committee attendance, discussions, decisions, meeting dates, etc.</p>	<p>The Executive Committee will meet in the near future with Chair Conley to discuss the project and the process.</p> <p>In future, all board and related committees meetings must have approved agendas and meeting minutes documented, filed in office, and available for public review. Standing committee schedules should be established and published early in the calendar year.</p>
Executive Director Report	Due to time constraint, this was not done.	
Unfinished Business	None	
New Business	<p>Kathy Barry provided these updates: Tosa Tonight next Wed. 7th year of concerts under the umbrella of BID raising money to build the Rotary Stage in Hart Park. Determining what type of board is needed to upkeep and maintain after built.</p> <p>Skate Plaza now have permission from City to move forward with fundraising to do the design site located at 70th south of State Street along the road leading into Muellner Bldg. 16K sq ft using the contours of the land. Dusk to dawn skating, community immunity, posted that skaters are at their own risk. Totally separate 501C3.</p>	<p>Suggestion: Have BID businesses and entities that impact the BID area come to highlight who and what they are. And have guest speakers provide updates on issues of impact to the BID.</p>
Adjournment & Next Meeting	Adjourned at 8:55 a.m. Next meeting August 2, 2007	Carlson moved . Ehley 2 nd to adjourn the meeting. Motion approved..

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