



**Village of
Wauwatosa**

Business Improvement District

1414 Underwood Ave.
Suite 402
Wauwatosa, WI 53213-2653
Ph: 414-520-0440
Fax: 414-774-7728
Email: info@villageofwauwatosa.com

Board of Directors Meeting Minutes

Approved

Date: **June 7, 2007**

Time: **7:30 am**

Location: **Wauwatosa City Hall 7725 W. North Ave. Committee Room 1**

Board Members in Attendance: Erin McCarthy, Linda Burg, Pete Carlson, Rich Conley, Kent Ehley, Michelle Fitzgerald, Chris Leffler, Marija Madunic, Tim Makal, Jim Olson,

Board Members Absent: Jeannie Tripi Jim Heaviland, Kathy Barry

Board Members Excused:

Staff: Kathy Ehley

Guests: Bill Wehrley (City of Wauwatosa Public Works) Jamie Kristof (Popcorn Wagon), Russ Drover (BID Member), James Archambo (City of Wauwatosa Administrator)

1. Welcome and Comments

Mr. Leffler

2. Minutes

Ms. Fitzgerald

- *Approval of May 10, 2007 minutes; Kathy Barry moved to approve, seconded by Kent Ehley, all approved.*

3. Public Works Update

Bill Wehrley

Bill presented an update on the city's utility and street improvements that would affect the BID area. They do have a proposal to repave the pavement south east of Harwood Bridge which would impact the pavers in the area. Bill asked if the BID had a preference on the brick style or type. This is something the BID has the opportunity to make a preference now while the major utility and street construction is being done. Currently, there are several different shapes and colors of pavers used. All are high maintenance. Russ Drover encouraged the city to use clay-fired bricks as they hold up much better than the stamped type concrete in his opinion and less upkeep, etc.

When asked if the BID pays for regular maintenance of the pavers, Bill stated the BID does not pay for the pavers but if it butts up to the sidewalk it is assessed to the property owners. If the pavers are damaged or replace because of utility contract, the City covers the cost of repair.

Rich Connelly asked if it affects the Root Common area. Bill indicated the pavers in the plan are different than other areas in the village area. They do anticipate doing a lot of work in the Village over the next several years. Chris Leffler indicated that something more solid than the pavers as it is less maintenance. Michelle asked what the plans were for the next few years. Bill mentioned they are working on the 2008-2012 capital improvement plans, but it includes the reconstruct of some roads for Wauwatosa Avenue, Harwood and State Street.

Bill also gave an update on the public works projects in the BID for the next several years. They have the most complicated utility plan in the history of the city in terms of the paving for Wauwatosa Avenue and Harmonee Avenue as the sewer pipes in and around the BID were found to be very old (95 years) and deteriorated. There is a lot utility work outside the areas that they wish to pave. Portions of Wauwatosa Avenue may need to be re-routed for at least two

months just for utilities work then closed again for the street complete repaving. Bidding process will go out soon and utility work hopefully completed by early September – prior to Tosa Fest. Detours will be marked and roads closed such as Harwood until the utility work is completed. Planned for two months but could be longer if contractor runs into delays or water testing runs into delays.

Discussion on the challenges of the projects for the BID businesses highlighted the critical need for a lot of communication on the status of the activities. There will be constant changes in the detour routings and street closures. Bill Wehrley will send the information to the Kathy Ehley at the BID office, who will then send out the alerts to the BID members. Bill will also provide a written description of the various aspects and projected timelines of the utility and street contracts. He also encouraged the BID members to have their employees park in the municipal lots across the river and leave the storefront spots open for patrons.

If businesses or the BID wants to put up signs indicating "BUSINESS OPEN" or STORE NAME and ARROW to help customers know how to get to a store they can have them printed up and the City will post them. When having the signs made, important to make them weather and wind resistant. This should be coordinated through the BID office.

4. Budget & Finance Committee

Mr. Ehley

- April 2007 Financials; not much new for April. Passed out April balance sheet and profit/loss statement.
- Ehley, Rich Conley, and Pete Carlson make up the Budget & Finance Committee. The committee will look into alternate financial reports provided by Quickbooks which would be more pertinent in tracking monthly expenses and yearly comparison.
- Auditor will be at the July meeting to address the audit recommendations.

5. Committee Reports

- **Executive Committee**

Mr. Leffler

- Board vacancies - Anderson formal resignation and new application for board will be forwarded by the Executive Director to the Mayor for approval. These actions follow the formal procedure.
- Strategic Planning – **Chris Leffler proposed that the Executive Committee have the authority to develop the action steps to do the strategic planning and the revamping/rehiring of new executive director. Final recommendations for approval would come back to the board. Pete Carlson moved to give the Executive Committee the authority to plan both of these; Carlson moved to accept proposal; seconded by Marija Madunic and all approved. No abstaining.**
- Committee will be meeting in the interim every Wednesday morning at 8am at the BID office until we are through these two important stages. Anyone is welcome to attend these meetings.
- **Jim Olson made a motion to spend minimal funds to ensure back-up of BID computer data and held offsite. Seconded by Rich Conley, all approved. No abstaining.**
- Kathy's interim position description and contract will need to be redefined as we have her focusing priorities on Board and Executive committee work, organizing and documenting policies and procedures, BID communication/road closures, compliance, assisting in job duties for the full-time executive director, etc. At this point she will not have much

time to work with the committees. Michelle and Kathy will work on revising the interim description and present to the board next meeting.

- Board positions – Pam Anderson sent a written resignation of her role as Chair and from the Board. It was not been submitted to the Mayor as it should have been. Anderson has now requested to be reinstated on the board. To follow procedure, her resignation and application will be submitted to the Mayor for approval. Bill Brown has received an application and is considering applying for the other vacant board seat.
- **Board Development** **Ms. Fitzgerald**
 - Revised Officers Duties – we will present suggested language changes next month.
- **Hartfest Results** **Mr. Leffler**
 - Went well, but cold weather at end didn't help. Final numbers should be known soon.
- **Way finding Committee** **Ms. Madunic**
 - Banners – More banners will be needed because the City has increased the number of light posts since the original budget estimates. The committee will bring new estimates to the board for approval if it exceeds current budget. Bill Kappel, Public Works, suggested that, because of the increase in work with more banners that the BID will need to outsource a company to install the banners.
 - Directional & Parking Signs – have been approved by the City. Question is still out there as to how far beyond the BID we can put signage saying that the village is this way, such as Watertown Plank Road, etc.
 - Marija explained how time consuming it has been to work on securing approval by the County for the signs outside the BID. She suggested that the executive director be available to help with this, attend the committee meetings, take the minutes or have the summary from the Chair and serve as the liaison to the City. The committee members do not have the time to do that additional layer. Her suggestion will be discussed at the executive committee meetings when planning the new executive director job position.
- **Marketing & Web Design** **Ms. Anderson**
 - Noodles/Root Common Fundraiser recap – Rich commented that it was cold and rainy night; had a nice turnout from City officials; it was a good concept, but weather hurt us. Pam is working on these events Next one – June 21st at Pizzeria Piccola and Bartolottas on the same date.
- **Root Common** **Mr. Conley**
 - Root Common Park Planning Update – Rich passed out a written update. Request for Bids is out and close on June 20, 2007. After examination of bids, committee it will come to the Board with final recommendation and possible presentation by final selection of contractors at the July meeting. The City's major work is also now going to affect the original estimate of timing. Rich stated the City Attorney indicated that we need to put out this project for bids to ensure we get the best price.
 - Rich also showed possible financing options and repayment terms over ten years. The loan just ensures how the contractor is paid, and fundraising will help us to pay off the loan to the city. Without a guarantee of payment, it will be difficult to get a contractor to commit to a start date for the project. Discussion identified several significant financial costs facing the BID which require formal discussion on the viability of taking on these expenses. Items will be discussed at the

Executive and the Budget and Finance committees and recommendations brought back to the board.

5. Executive Director Report

Ms. Ehley

- Open Meeting Requirements. Per City Clerk's office we are required to post the agenda and meeting notice for the Board meeting. It would be good for communication and inclusion to post all committee meetings.
- Ehley will have set hours in the BID office on Monday morning to handle the routine activities – check requests, website and member information updates, meeting postings, minutes, writing procedures, etc. She will focus the remainder of her half time position hours generally on Tuesday and Thursday adjusting the schedule on these days to attend necessary meetings and events.
- She asked committee chairs to have the meeting minutes forwarded to her as she will maintain the computer files and hard copy files in the BID office.

6. New Business None

7. Old Business

Popcorn Wagon is still operating off a generator as WE Energies has a several week backup in installing their connection.

7. Any Other Business

Board

8. Adjournment

Mr. Leffler

9:01am. Next months meeting will be July 12, 2007 as the first week is a holiday week.