



**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: **Thursday May 10, 2007**

Time: **7:30 am**

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

Submitted by: Michelle Fitzgerald, Secretary, BID Board 2007

Board Members Present: Kathy Barry, Linda Burg, Pete Carlson, Rich Conley, Kent Ehley, Michelle Fitzgerald, Chris Leffler, Marija Madunic, Tim Makal, Jim Olson,

Board Members Absent: Jeannie Tripi

Board Members Excused: Jim Heaviland, Erin McCarthy

Staff: Brian Preiss

Guests: Pamela Anderson (BID Member), Jamie Kristof (Popcorn Wagon), Russ Drover (BID Member), Rich Lochrie (BID Member), Reverend Steven Peay, PHD (First Congregational Church), Bill Brown (Bartolotta Corporation, BID Member), John Perry (BID Member), James Archambo (City of Wauwatosa Administrator)

MINUTES

1. Welcome and Comments

Called to order by Jim Olson at 7:37 a.m.

Mr. Olson

2. Minutes

- o ***Motion to approve April 5, 2007 Minutes as presented by Kent Ehley, seconded by Kathy Barry, passed unanimously.***

Ms. Fitzgerald

3. Budget & Finance Committee

- o **2006 Independent Certified Audit:** Hard copies of the Audit were presented to all board members. Kent Ehley summarized the topics of concern expressed by Reilly Penner & Benton, LLP. Pete Carlson asked if the Audit firm could attend a board meeting and discuss their concerns. ***Motion to Approve the 2006 Independent Certified Audit as presented, Chris Leffler seconded by Tim Makal, passed unanimously***
- o **Tosa B&F Committee presentation date:** Brian Preiss said the BID needed to present the Audit to the cities B&F Committee. Jim Archambo mentioned the next B&F committee meeting will be Tuesday March 22, 2007. He also said we need to submit the Audit to the city Clerks office by Thursday, March 17. Kent suggested the need to form a sub-committee to determine the future needs of the B&F Committee. Rich Conley and Pete Carlson volunteered to be on the committee. Kent will set up time and date for next meeting.

Mr. Ehley

- **March 2007 Financials: *Motion made to approve March 2007 financials as presented, by Chris Leffler, seconded by Linda Burg, passed unanimously.***

4. Committee Reports

- **Executive Committee**

Mr. Olson

- **Resignations of: Pamela Anderson (Term ends 12/31/09) and Kate Wilfer (Term ends 12/31/07).** Brian distributed the letters of resignation from Pamela Anderson as Chairwoman of the Board as well as the Board and Kate Wilfer from the Board.
- **New Board Members Search:** Pamela Anderson requested to be reinstated to the board. Chris Leffler noted that as Pamela Anderson had formally resigned, she would need to reapply with any other candidates. Bill Brown has been asked to apply for board membership and is considering it.
- **Election of new BID Chair recommendation:** The Executive committee had moved to recommend Chris Leffler as chairman. ***Motion to appoint Chris Leffler to fill the vacated term of Chairman for the remainder of 2007 by Kathy Barry, seconded by Michelle Fitzgerald, passed, Chris Leffler abstained.***
- **Election of Marketing Committee Chair: *Motion by Jim Olson to approve Pamela Anderson as the Chair of the Marketing Committee, seconded by Tim Makal, passed Pamela Anderson abstained.***
- **Interim Executive Director:** Brian Preiss had resigned as Executive Director March 31, 2007. He is fulfilling the terms of his contract ending May, 31, 2007. The Executive Committee met two times this month, May 1st and May 8th, 2007. Kathy Ehley met with the Executive Committee on May 8th. The Executive committee recommends that Kathy be appointed as the interim director while we find a new long-term executive director. Chris Leffler shared the background for Kathy and the reasoning behind choosing to hire her. Michelle Fitzgerald added some more discussion regarding the process of hiring long term Executive Director. Rich Conley asked if there were any other candidates considered. The consensus of the Executive committee was that since this was a short term position, the qualifications of Kathy Ehley were substantial enough to fulfill the position. Rich Lochrie asked the question who, of the Executive committee voted to recommend Kathy Ehley. Michelle mentioned the vote was 3-0 in favor of the recommendation. ***Motion by Kathy Barry to hire Kathy Ehley as the Interim Executive Director with a monthly compensation of \$3,500.00 with the stipulation presented by Marija Madunic that the contract be terminated at any time at the discretion to the board. Seconded by Tim Makal, passed, opposed by Rich Conley (due to the hiring process, not the candidate), Kent Ehley and Pete Carlson abstained.***

- **Executive Director position full time:** A search will be undertaken once the job description is written following the completion of the strategic plan.
- **Strategic Planning Session:** Pamela Anderson reported that Matt Mikolajewski was scheduled to conduct the strategic planning sessions. Matt has since resigned his position with WEDC. Pamela said that Greg Filsram of Vanderwalle and Associates, who are presently working with the city of Wauwatosa regarding their comprehensive plan, had presented to the Executive committee 5-8-07.
 Russ Drover said he doesn't think we need to hire a professional planner as no evidence of need has been proven. Pamela mentioned that Vanderwalle and Associates have worked with Cedarburg, Shorewood, and soon to be under contract with the City of Wauwatosa.
 Rich Lochrie commented that there are some other persons to consider for facilitating the strategic planning session and mentioned that Russ' concern was the implementation cost (\$20-30,000), not the facilitator cost (\$500-1,000).
 Rich Conley suggested that the City's comprehensive plan will also include the village.
 Chris Leffler suggested that we will be coming back to the board with final discussion/approval before moving forward.

- **Way finding Committee**

Ms. Madunic

- **Banners:** Marija Madunic reported Bill Kappel, informed the committee that the existing "new" Light Poles are not fitted with hardware needed to install banner arms. The committee will contact the light pole manufacturer to determine what hardware is available to accommodate banner arms. Bill Kappel also told the committee they would be responsible for costs related to changing the seasonal banners. Maria asked for suggestions of other vendors to reduce the cost of the banner installation. Marija asked the board to consider the possibility of installing hanging planter baskets from the light poles or outside of the businesses.
- **Directional & Parking Signs:** Marija reported the committee had met with Bill Kappel, who had prepared a map with the location of all the "new" light poles, present and projected. The committee needs to pencil in on the map where to locate banners, parking and directional signs.
 Regarding the signage: Marija presented a revised color scheme. A soft blue color was added as to differentiate from any similarity to the existing pedestrian and school crossing signage. ***Motion to approve the color change as presented by Jim Olson, seconded by Linda Burg. passed unanimously..***
- The Wayfinding committee meets the 3rd Tuesday of every month, noon at Underwood Gallery.

- **Marketing & Web Design**

Pamela Anderson

- **Errand Express contract approval:** Pamela Anderson reported the contract for services of Errand Express /Jack Drinkwine had been executed. Brian reported seeing Jack Drinkwine delivering brochures yesterday. Jack will be replenishing brochures on a monthly basis or as needed. He will be giving us a monthly distribution report.
Michelle Fitzgerald mentioned that we are still working on a general contract to use for the BID and asked for samples from others that they would suggest for use of the BID. Give samples to her.
- **Westside Artwalk recap:** Pamela Anderson reported the turnout was great along with the weather. She also reported participating vendors had experienced record sales.
- **New Events:** Fundraising events for the Root Common Park will begin next week Wednesday, at Noodles and other supporting businesses. Other fundraising events should be held monthly.
- **Brochure update:** Nothing now.
- **Root Common** **Mr. Conley**
 - **Root Common Park Planning Update:**

Phase I - moving along okay; Rich Conley spoke to the City regarding the 100 year old water main issues. The City is presently drafting plans regarding the construction on Wauwatosa Ave. and how to address the abandonment of the 100 year old water main. Completion of the planning process in the next 30-60 days. Therefore the completion of the construction work is projected for sometime in July.

Phase II – Margo Mazur and Rich Conley have asked four contractors to bid on the Root Common Park construction. Margo’s group from CLS out of Elmhurst IL came in to give presentation yesterday to the committee. Stano, David S. Frank, Minors and Hawks have all been mentioned for obtaining bids from. Each group would likely give a brief presentation at a future meeting so that a final selection can be made.

Phase III – Pamela Anderson reported decorative fixtures and artwork to be included, quoted right now at \$7,300. Pamela indicated phase III projections are necessary to set the park apart from others that are simply green spaces. Chris Leffler suggested that further questions and discussion be had at the next Root Common Park committee meeting.

Other – Rich Conley made a motion to give Margo final payment on Phase II to Margo contingent on final renderings, \$13,675. Jim Olson suggested retaining 10% until the contractor phase is completed. ***Motion to pay Margo Mazur \$13,675 so long as the committee believes she has met the terms of the contract for this phase, seconded Jim Olson, passed unanimously.*** Rich Conley mentioned that Margo is requesting payment by 5/17/07.

Root Common Fundraising: The first event is at Noodles on the

16th of May. Other businesses participating as well. One event to be held each month. Root Common Park posters will be placed in many businesses for the community to see. Chris Leffler mentioned that a lot of help is needed for fundraising for this project.

Chris also mentioned that there was some buzz about reopening Harwood Avenue which would eliminate Root Common Park. Rich Conley mentioned that the City has already approved the Root Common Park plan.

Pamela Anderson also mentioned that Pizzeria Piccolo will be sponsoring June's event. Pamela explained in the past businesses had sponsored hand painting rocking chairs and auctioned them off to raise funds for various projects. For the Root Common Park the chair activity will be *TAKE A SEAT* silent auction. All members have been invited to participate. Adirondack chairs have been secured by the BID at a discount for businesses to purchase. Participating businesses will secure an artist to decorate the chair and then displayed it outside their business from June 21 to the Fall Artwalk, Sept 21. Winning bidders will be announced on Saturday afternoon.

5. New Business

- **National Night Out** **Ms. Burg**
Linda mentioned that \$1,500 was given to this event from the BID in past years; Linda asked for \$2,000 this year as the NNO budget has been cut. Brian Preiss said he given the NNO \$1,500 this year as indicated in the 2007 BID budget. NNO will once again be held at Hart Park this year. Jim Olson suggested bringing the request for additional funding to Budget and Finance first then back to the Board. Perhaps to be included in the budget for next year.
- **Wisconsin Open Meeting Law** **Mr. Preiss**
Brian Preiss said that since there seems to be confusion regarding the posting of BID committee meetings he has annotated appropriate sections of Appendix D of the BID Bylaws and Appendix A of the Wisconsin Open Meetings Law. He distributed these documents to all present. Chris Leffler suggested that we all review both documents and discuss them next month. Chris Leffler mentioned that we meant no harm if the executive committee had any past inappropriate votes or meetings times/dates. We will review all regulations and discuss again next month. Rich Conley suggested that the new Executive Director will be skilled on these as well to keep us all in line.
- **Revised Officers Duties** **Ms. Fitzgerald**
Also passed out and will be reviewed next month. This is page 4 and 5 of the Bylaws passed out above. Michelle mentioned the language needed to be cleaned up. So will review next month.

6. Old Business

- **Popcorn Wagon**
Jamie Kristoff reported location at South side of the walking bridge is now approved. Next week the wagon should be moved and then We Energies will

put them on their schedule which is 6 weeks out. She also asked about a sandwich board – she will get her own but wants approval from the BID Board.

7. Any Other Business

Board

- **Plants in round concrete planters:** Kathy Barry reported she spoke with Marge Donovan of the Wauwatosa Beautification Committee. Marge has requested an officer of the BID sign a volunteer release form. The city wants to get a uniform look to the planters/summer-time plants. ***Motion to release the \$500 contribution from the BID to the Wauwatosa Beautification Committee A.S.A.P. by Kathy Barry, seconded by Linda Burg, passed, unanimously.***
- **Sarah's Stride:** Chris mentioned that he could use a little help with posting signage for the event.

8. Adjournment

Mr. Olson

Adjourned at 9:22 a.m.