



**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](mailto:info@villageofwauwatosa.com)

**APPROVED**

## **Board of Directors Meeting**

Date: **Thursday, April 5, 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:** Pamela Anderson, Linda Burg, Michelle Fitzgerald, Kent Ehley, Kathy Barry, Erin McCarthy, Rich Conley, Chris Leffler,

**Board Members Absent:** Marija Madunic, Jeanne Tripi

**Board Members Excused:** Kate Wilfer, Jim Olson, Jim Heaviland, Pete Carlson, Tim Makal

**Guests:** Mathew Mikolajewski (WEDC), Donald Birschel (Alderman, City of Wauwatosa)

### **MINUTES**

#### **1. Welcome and Comments**

**Ms. Anderson**

A quorum was present as Pamela Anderson called the meeting to order at 7:34am

1. **Announcement:** Brian Preiss tendered his notice of resignation to Michelle Fitzgerald, Secretary, 4-31-07. Per the Executive Director's contract, Brian will continue to perform his duties through May 31<sup>st</sup>, 2007.
2. Alderman Tom Tries tore his Achilles Tendon. Pamela Anderson extended her good wishes to him that we'd help him in any way we can. We agreed to send a bread/fruit basket. Alderman Tries has been very involved in the Village BID.

#### **2. Minutes**

**Ms. Fitzgerald**

***Motion to approve December 14, 2006 Minutes as presented by Rich Conley, seconded by Chris Leffler, passed unanimously.***

***Motion to approve March 1, 2007 Minutes as amended, by Kathy Barry, seconded by Rich Conley, passed unanimously***

Amendment to include changing, Page 4, Hart Park skate plaza: "approximately \$350,000" to "a few thousand dollars".

#### **4. Budget & Finance Committee**

**Mr. Ehley**

- **2006 Audit** – Kent Ehley summarized the Audit as presented by Reilly, Penner & Benton, LLP. As the hard copies of the Audit had not been received, Brian Preiss will email the Audit to all directors. The Audit will be approved at the May Board meeting. Regarding the City's concern about the BID handling the finances in house, it was noted and discussed that we need to have an external review of our accounting system.
- ***Motion to approve February 2007 financials as presented by Linda Burg, seconded by Kathy Barry, passed.***

## 5. Committee Reports

- **Executive Committee** **Ms. Anderson**
  - **Committees:** Special Board Meeting/Planning suggested for end of April early May and looks like a Thursday or Friday works best.
  - **Executive Director's Contract:** (Discussion to be held following this meeting in closed session.) **Ms. Anderson**  
Brian Preiss tendered his resignation on Saturday, March 31, 2007 to the board Secretary, Michelle Fitzgerald. We would still like to discuss the duties and roles of the executive director for future hires. Discussion included hiring a marketing person or firm to work with the marketing committee and hire an Executive Director to handle all other duties.
- **Way finding Committee** **Ms. Madunic**
  - **Banners:** Pamela Anderson reported that Marija Madunic is working with Catral-Doyle regarding sign color to receive City approval. Proposed colors for the signage were forwarded from Catral Doyle to the committee but was given to the Bill Kappel prior to committee approval and subsequently rejected. The new proposed signage has been designed as to lesson the effect of the green coloring.
  - **Directional & Parking Signs for Village:** Brian Preiss reported Bill Kappel told him we have 41 poles with big banners (9 are missing the brackets for banners but they have 5 brackets available); the newer poles were designed for planter arms. Further investigation has to be done to determine if banner arms can be installed.
- **Marketing & Web Design** **Ms. Anderson**
  - The Marketing Committee recommends contracting with Errand Express to deliver the Village Brochures on a monthly basis. Compensation for this service will be \$45.00 per month. (The Marketing Committee passed a motion on this at the Marketing meeting this past Wednesday.) Errand Express will document the deliveries and provide a monthly report for the BID. Conditional approval was granted and formal motion will be made next month.
- **Root Common** **Mr. Conley**
  - **Demolition of Fountain & Concrete Wall:** The fountain is being removed as we speak. Removal of the concrete wall is dependent on a few other factors.

- **Root Common Area Planning Update:** Rich Conley reported Bill Kappel said he will be taking plan to Dept. of Public Works for final approval. They met with Margo Mazur last week. She will get the final plans to Rich this week. Then it can be sent out for bids. Discussion was had about having a meeting near the park to unveil the plans and also use as a fundraiser, possible naming rights to the park area as well. Pamela Anderson has had discussions with various individuals and groups. One neighborhood association has already agreed to do fundraising in their community for the project.

It was suggested that a sub-group of the marketing committee should be formed to continue the fundraising efforts.

A historical marker was found on the site and will be retained as a part of any new development.

Fundraising ideas should be presented at the May Board meeting. Bids on the work should be available. Anyone who knows potential donors, please forward to Rich Conley or Pamela Anderson.

Discussion was also had about allocation of the reserve funds to offset fundraising dollars.

## 6. New Business

- **Annual Meeting wrap-up** **Mr. Preiss**  
60-80 people at the annual meeting. 18 people sent regrets. 11 no-shows. The meeting went as scheduled. Presentations by Pamela Anderson and Bill Wehrley were well received. Rich Conley said he'd like more attendance. Discussion regarding next years Annual Meeting should be scheduled for the January 2007 Board meeting.
- **Easter Egg Hunt** **Ms. Burg**  
Besides needing an adult to wear the "Hoser" costume, Linda reported the preparations for the event have been completed

## 7. Old Business None

## 8. Any Other Business

### Board

- Pam noticed a petition at Drews asking the City to revisit the Root Common design to include more parking for village customers. Discussion was had about giving businesses the brochure to point out the existing parking areas. The projected parking signage will help alleviate. Residents and outsiders find it difficult to find parking. Some believe the frustration is also due to the angle of the streets, one ways, stop lights, and not knowing the location of the parking areas i.e. the Blanchard Street parking lot. Alderman Donald Birschel indicated that Blanchard parking is important and underused or forgotten by residents.

## 9. Closed Session

### Board

- Closed session did not convene.

- Suggested to have a special session to discuss executive director roles/duties and interim person. Pam suggested having an interim executive director. Kathy Ehley has already submitted her resume and agreed to be an interim director. Kathy has quite a bit of prior experience as shown on her resume that was passed out. No further discussion had as a quorum was not present.

**10. Adjournment**

Adjourned at 9:15a.m.

**Ms. Anderson**