



**Village of
Wauwatosa**

Business Improvement District

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Approved@ 4/5/07 Board Meeting

Board of Directors Meeting Minutes

Date: **Thursday March 1, 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, Jim Heaviland, Jim Olson, Michelle Fitzgerald, Kathy Barry, Chris Leffler, Jeanne Tripi, Tim Makal, Linda Burg, Kate Wilfer, Rich Conley, Marija Madunic

Board Members Absent: Erin McCarthy

Board Members Excused: Pete Carlson

Executive Director present: Brian Preiss

Guests: Mathew Mikolajewski (WEDC), Tom Treis (Alderman, City of Wauwatosa), Jamie & Mike Kristof (Popcorn Wagon), Margo Mazur (Contractor, Root Common), John Perry (Past Director).

AGENDA

1. Welcome and Comments

Ms. Anderson

A quorum was present as Pam Anderson called meeting to order at 7:50am due to late arrivals from snow/traffic incidents in and around North Avenue and the Tosa Village.

2. Minutes

Ms. Fitzgerald

Motion to approve February 2007 Minutes as presented, by Kent Ehley, seconded by Jeanne Tripi, passed unanimously.

4. Budget & Finance Committee

Mr. Ehley

Motion to approve revised December. 2006 financials as presented, by Kathy Barry, seconded by Jim Heaviland, passed.

Motion to approve January 2007 financials as presented, by Kathy Barry, seconded by Jim Olson, passed.

5. Committee Reports

• **Executive Committee**

Ms. Anderson

○ **Committees**

○ **Executive Directors Contract** (Discussion to be held following this meeting in closed session.)

Ms. Anderson

- **Way finding Committee**

Ms. Madunic

- **Banners –**

- Marija presented the spring/summer and holiday banners. In a discussion with Brian Preiss, Bill Kappel asked that the Wayfinding Committee complete the Directional and Parking signage project prior to seeking approval for the banners.
 - Regarding the existing banners, Brian mentioned we could have the new banners installed as a replacement. Tim Makel stated the Hartfest banners will be installed on the bridge prior to Hartfest, scheduled for May 17 & 18. As the City installs the banners, the Wayfinding and Hartfest Committees need to come up with a time table to accommodate a sensible installation schedule. Regarding installation of banners on the new light poles, we need to wait until the banner bracketing system is selected and approved. Prior to any banner design to be approved by the Wayfinding Committee the banner colors may need to be changed to conform to the new color of the Directional and Parking signs. (See Directional & Parking Signs below.)

Motion to approve banner designs as presented, Marija Madunic, seconded Jim Olson, passed. Contingent upon approval of new color.

- **Directional & Parking Signs** - Brian reported the Verification of the location of light poles used for signage yet to be confirmed by Bill Kappel. Brian will keep in touch with Bill Kappel regarding this matter. At the 2-19-07 Board of Public Works meeting the Board concluded the color of the proposed Directional and Parking signs do not sufficiently differentiate themselves from the City of Wauwatosa's School and Pedestrian Crossing signs. Bill Kappel confirmed these finding. At the 2-23-07 Wayfinding Committee it was verified that the exact color (PMS scale color #381) of the proposed Directional & Parking the signs was as the concluded above. Therefore Marija has contacted Catral Doyle to come up with an appropriate color.

- **Marketing & Web Design**

Ms. Wilfer

- **E-coupon** - Kate Wilfer, Pamela Anderson & Erin Jende (Catral Doyle representative) met to discuss the e-coupon part of website (from original proposal), 5-10 coupons on a static page and changing it out periodically. There will likely be some administrative duties/expenses for upkeep.
 - **Key Magazine ads** - The BID now has possession of the Key Magazine Ad working file previously held by Catral Doyle Creative.

Key Magazine will now be able to make changes to the ad when needed. Therefore eliminating the design fees of \$500 - \$1,200 as charged by Catral Doyle when changes needed to be made.

- **Root Common**

Mr. Conley

- **Demolition of Fountain & Concrete Wall:**

Rich Conley indicated that reported the Board of Public Works has approved demolition of the fountain. Demolition to be completed by the end of March. Recently discussions with the city have indicated a 100 year old water main below the Root Common may be abandoned. That being the case, the demolition of the concrete wall could be completed as originally planned. As details are made clearer the corresponding time-tables will be finalized.

- **Root Common Area Schematic Planning Update:**

Margo Mazur

Margo presented a plan view of the proposed Root Common design. This plan has been presented to Bill Kappel and his staff. Bill said he likes the plan and with the BID Board approval he will include it on the Board of Public Works agenda. The city and BID have agreed to the following:

- A maintenance plan will be devised so it is clear who takes care of what items.
- The plan incorporates a common green grass area, lined with trees on Tosa Avenue, a white Oak tree will be in the center; perennial beds will also be along the tree line, wooden benches to north corner before plaza and near tree line.
- The plaza (near Drews) will consist of pavers and an area for the Christmas Tree.
- Healthy Trees will be saved, perennial flower beds, a rain garden with special storm water plants, wooden benches are represented in the plan. Reminders of the past will be included. A great place to bring the family. Concerts can be held with room for 200 spectators. A farmers market can be a reality. Once final designs are made, it is expected to draw donations from the community.

Jim Olson posed the question of cost. Margo stated although hard numbers have yet to be determined; the estimated costs would be close to the \$250,000 as originally proposed. Rich Conley stated the process of collecting approvals by the BID and appropriate City Committees is to be completed prior to bids are sought.

Motion to approve Root Common Plan as presented, Rich Conley; seconded by Linda Burg, passed.

6. New Business

- **Annual Meeting:**

Mr. Preiss

Attractive invitations designed, printed and donated by Kathy Hunter from

Minuteman Press (7412 W. State Street). Invitations have been mailed and emailed to selected interested BID parties. Baskin Robins, Breadsmith, Little Caesar's, Outpost Natural Foods, Noodles, Pizzeria Piccola, The Chancery, Colonel Harts & Hart Park Square, providing food and refreshments. Brian had submitted information as approved by Pamela Anderson and Jim Olson to the Tosa New Times for inclusion in this week's issue.

- **Easter Egg Hunt:** **Ms. Burg**
Linda Burg – a few things are arranged so far. Linda is asking for volunteer support at the event. Some Directors have offered to help where needed. The Police Reserves take care of kids crossing the streets. Brian reported that Business participation response has been good so far.
- **Hart Fest:** **Chris Leffler**
Ronald McDonald House will be donee instead of Sarah's Stride. Hart Fest this year is May 18th and 19th. Help is needed for planning of Hart Fest and working at it.
- **Taste of Tosa:** A meeting of interested parties could be put together in near future. Chris Leffler said VINO 100 is interested and Pamela indicated that Chancery may also assist. Date of event late June or early July. Chris said it can be a lot of work and cost for a one-day event. Better to do for a 2-day or 3-day event.

7. Old Business

- **PowerPlant/Rotary Club Update** **Mr. Preiss**
Money from sale of bracelets collected as a part of the fundraising efforts for the Rotary Club Plan for the Root Common in the amount of \$604 was sent to Jason at PowerPlant Design Co. This would be a partial payment of the of \$975.00 Rotary invoice. The Board asked that Brian send a letter to Jason indicating the BID will no longer be involved in the restitution of the Rotary invoice.
- **Marcus & Millchap website** **Mr. Preiss**
Brian reported he made several attempts to have Village of Wauwatosa BID website pictures removed from a Marcus and Millchap promotional materials. Tosa BID website images were removed once Brian was able to speak to the responsible party, Mike Wilson. The images were removed on Jan. 31st, 2007.

8. Any Other Business

Board

- **Popcorn wagon** – Jaime Kristof reported the Common Council gave approval for moving wagon near the walking bridge. Proper electrical service to this area has not been worked out. Jaime explained she was not able to lease the lot across from the Little Read Book as Russ Drover is planning to put in a parking lot. Jaime said she is running out of options to locate the popcorn wagon. Alderman Tries indicated that he may be able to add some input or help in the next few days.
- **Hart Park skate plaza** – Kathy Barry reported cost is an issue, \$300,000 to \$850,000. So far a few thousand dollars have been raised.

9. Closed Session

Did not convene due to length of meeting. Adjourned until next month.

Board

10. Adjournment

9:16am

Ms. Anderson