



**Village of
Wauwatosa**

Business Improvement District

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Approved @ 3/1/07 Board of Directors Meeting

Board of Directors Meeting Minutes

Date: Thursday February 1, 2007

Time: 7:30 am – 9:05 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, Kathleen Barry, Linda Burg, Pete Carlson, Rich Conley, Kent Ehley, Michelle Fitzgerald, Jim Heaviland, Chris Leffler, Marija Madunic, Tim Makel, Jim Olson, Jeanne Tripi, Kate Wilfer

Board Members Excused: Erin McCarthy

Board Members Unexcused: None

Executive Director: Brian Preiss

Guests: Tom Treis (City of Wauwatosa *Alderman*), Mathew Mikolajewski, (*Executive Director WEDC*), Jim Archambo (*City of Wauwatosa Administrator*), Dennis Webb, (*immediate Past Chairman of BID*), Jamie & Mike Kristof (*Owners of the Popcorn Wagon*)

Note: Mr. Olson acted as Chairman at the beginning of this meeting. He had been the Vice-Chairman of the BID Board during 2006. The Chairman of the BID Board during 2007 was Dennis Webb. He is no longer on the BID Board.

1. Welcome and Comments: **7:30am, Mr. Olson**
Introductions by board members and guests.

2. Election of Officers for 2007 **Mr. Olson**

Motion to approve the slate of officers as presented (See Below) by Kathy Barry, seconded by Jim Heaviland, passed unanimously.

- Pamela Anderson - Chairperson
- Jim Olson – Vice Chairperson
- Kent Ehley – Treasurer
- Michelle Fitzgerald – Secretary

3. Minutes

Motion to approve January, 2007 Minutes by Linda Burg, seconded by Tim Makal, passed.

4. Budget & Finance Committee

Mr. Preiss

- Mr. Preiss commented the December 2006 financials were up-to-date along with the Carole Bluem notes:
 - The comparison of 2006 to 2005 Balance sheet:
 - Note that additional appropriations were made to the Designated Funds in 2006 and so do not show up in the Dec. 2005 ending balance of these funds.
 - Additional appropriations were added in 2006 to the following:
 - \$5,000 Added to Wayfinding bringing total to \$10,000.
 - \$22,527 added to Marketing & Advertising bringing total to \$27,527.
 - The December financials may be changed – subject to the 2006 Audit, planned for March of 2007.
 - Item tabled to March meeting as corrections need to be made. We will then be able to present it with the Audit package.

5. Committee Reports

- **Executive Committee**

Mr. Olson

Discussed election of officers. Usually meets 3rd Monday of the month at 5pm at BID office.

- **Way finding Committee**

Ms. Madunic

Committee meets the 3rd Tuesday of the month at noon at Underwood Gallery. Anyone is welcome to attend. Approval of signs completed. Need to agree on location of signs. January 17th Brian Preiss and Bill Kappel walked around the village to look at signage. Brian updated signage locations on document originally drawn up in 2004. Bill will set a map specifying signs that would meet city's approval. New logo since 2004, so Bill Kappel will bring new logo (color) in front of board of public works 2-5-06 to obtain approval of logo and locations. If we need Community Development Committee approval, the next meeting is February 13th. Brian will make sure that Bill Kappel has it on the agenda.

- **Banners** – needs to go in front of committee as well – probably in March as design not completed yet. Approval of banners, arms, and locations at that meeting. Brian will send request to be on agenda and meet with Bill beforehand.
- **Directional & Parking Signs** – Watertown Plank Road & 92nd Street intersection will be controlled by City of Wauwatosa now, not the county. Brian will find out what signage is allowed overhead. February meeting. Brian will send request to be on agenda and meet with Bill beforehand.
- **Light poles** - More Black light poles will be needed once some streetscaping is done on State Street between Wauwatosa Ave. and 68th St. by the City later this year or next year.

- **Existing Brown Directory signs** with business names put up in late '80s – The Board discussed whether the signs should be taken down or left standing. Even though many of the names/businesses no longer exist, for some, i.e., Bjonda, it is important directional signage for customers to locate them. It was determined best to leave them standing until the new signage that will be part of Phase II replaces them.
- **Marketing & Web Design Committee** **Ms. Anderson**
 - **Kate Wilfer** is the new Marketing Chairperson. She will still continue to serve as the PR representative for the BID as well.
 - **Discussion of Motivational Speaker** – discuss enhancing the image/destination of the Village via teleconference 8:30am Wednesday February 7, 2007 at the BID office. John Schallert will discuss some of the benefits that he can provide for the enhancement of the village. The cost to bring him in for a day is approximately \$7,500. Discussion held on the advantages/disadvantages of this expense and other ideas for marketing the village.
 - **Directory for the Radisson** – no information on this yet. Will review next month.
 - **Brochures** – more need to get out to the businesses, including outside of the community. There is considerable cost to have routine distribution outside of the community. We are in Key Magazine that is distributed to hotels and other places.
- **Root Common Committee** **Mr. Conley**
 - **Demolition of Fountain & Concrete Wall.** City has concern because of a 100 year old six inch water main running beneath the common area adjacent to the concrete wall. So they are not planning to remove the concrete wall. They will demolish the main fountain. They meet again on February 14th at 8:00am to discuss revisions to the plan. Specifically the water main issue. Need ability to get into the main so might restrict full use of area. Anyone is welcome to the meeting and/or to join the committee. They intend to ask for final board approval at our March meeting.
 - **Common Area planning update** – popcorn wagon was always in the discussion for the common area. However, an alternative site is being looked at. Rich Conley and Jamie Kristof will be asking for approval from the Common Council for the wagon to be located on State Street by the east end of the bridge near the seating area. They plan to ask for a longer lease and invest money into having their own electrical connection and charge. They want to stay in the village area. The wagon is currently being refurbished and plan to have it up and running by April 1st.
Motion made by Kathy Barry that BID send a letter of support to the city for their request; seconded by Chris Leffler, passed unanimously.

6. New Business

- **Annual Meeting**

Mr. Preiss

Review of BID By-Law change February & March of 2006 confirmed the Annual meeting can be held anytime in March. Was held March 8th last year. Usually 5pm to 7pm. All agreed to have it this year, **Thursday, March 8th** at Hart Park Square. Arrival at 5pm, meeting starting at 6pm. Alderman Treis will contact Beth Anderson of the Laurate Group to host the event.

7. Old Business

Mr. Preiss

- **Powerplant/Rotary Club Update**

Dennis Webb discussed the need for the BID to pick up the ball from this point forward on this project. \$604 was raised through the sale of bracelets by BID members in a fundraising effort for the Rotary Club Root Common plan. ***Motion by Rich Conley to reimburse Jason from Powerplant in the amount as collected by the sale of bracelets, (\$604.00) seconded by Kate Wilfer, Passed unanimously.***

- **Hector's** received subcommittee approval for a hardship exemption until July 2008 from the smoking ban. Full approval next week at the Common Council meeting.
- **Hart Park** – we need to obtain a list of items happening to the park improvements. Jim Archambo suggested inviting Bill Kappel to the Annual meeting to present projects that will be affecting the BID in 2007. Mr. Preiss mentioned he had recently received a schedule of upcoming projects in the BID during 2007. Brian is reformatting the information and will distribute to BID members.

8. Adjournment

Ms. Anderson

Moved and approved. Adjourned at 9:05am.