

**The Village of Wauwatosa Business Improvement District
Minutes of January 4, 2007 – Regular Meeting of Board of Directors
Held at Wauwatosa City Hall-Committee Room 1**

APPROVED @ 2/1/07 Board of Directors Meeting

Board Members: Pamela Anderson, Kathy Barry, Linda Burg, Rich Conley, Michelle Fitzgerald, Jim Heaviland, Chris Leffler, Tim Makal, Erin McCarthy, Jim Olson, Jeanne Tripi, Kate Wilfer,

Excused: Pete Carlson, Marija Madunic, Kent Ehley

Unexcused: None

Administration: Brian Preiss, Exec. Director

Guests: Jim Archambo (Wauwatosa City Administrator), Alderman Tom Treis, Matthew Mikolajewski, Exec. Dir. (WEDC)

Outgoing Chair Dennis Webb called the meeting to order at 7:39 a.m.

Introduction of six New Directors for 2007

Pete Carlson, Owner (Three Year Term)
Administrator, Aurora Psychiatric Hospital
Aurora Behavioral Health Services
1220 Dewey Avenue
Wauwatosa, WI 53213
Phone: 414-454-6473
Fax: 414-454-6450
Email: pete.carlson@aurora.org

Linda E. Burg, Owner (Two Year Term, fulfilling Joe Bartolotta's term)
The Little Read Book
7603 West State St.
Wauwatosa, WI 53213
Tel. 414-774-2665
Fax 414-774-2510
Email: littlereadbook@mindspring.com

Kent Ehley, Owner (Three Year Term)
Shops on Harwood, LLC
7437 Kenwood Ave.
Wauwatosa, WI 53213
Ph: 414-258-7078
Fax: 414-771-2499
Cell: 414-708-3771
Email: kehley@wi.rr.com

Michelle Fitzgerald, Tenant (Three Year Term)
President, Horizons Law Group, LLC
7400 W State Street
Wauwatosa, WI 53213
Ph: 414-476-5700
Fax: 414-476-5407
Email: mfitzgerald@horizonslaw.com

Jeanne Tripi, Tenant (Two Year Term, fulfilling Michele Magro's term)
Co-Owner, Jilly & George
7605 Harwood Ave.

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Wauwatosa, WI 53213

Ph: 414-302-1445

Fax: 414-302-1446

Email: jillygeorge@sbcglobal.net

Erin McCarthy, Owner (Two Year Term, fulfilling Rhonda McCreedy's term)

Branch Manager, Wauwatosa Savings Bank

7500 W. State St.

Wauwatosa, WI 53213

Ph: 414-918-0372

Fax: 414-258-3294

Email: erinmccarthy@wsbonline.com

Two reappointed Board Members:

Pamela Anderson, Tenant (Three Year Term)

The Underwood Gallery

1430 Underwood Ave.

Wauwatosa, WI 53213

Phone: 414-476-1255

Email: paintmysky@yahoo.com

Rich Conley, Owner (Three Year Term)

Metropolitan Development

18650 W. Corporate Drive, Suite 215

Brookfield, WI 53045

Phone: 262- 879-9900

Fax: 262-879-9909

Email: rpcmetdev@sbcglobal.net

All board members introduced themselves and gave a brief synopsis of their involvement in the BID (business owner, building owner, citizen representative)

Election of Officers for 2007

Floor nominations were made; discussion on possible co-chairs took place. Dennis Webb explained that our By-laws do not allow for co-chairs and would need to be amended for that change. Nominee Chris Leffler asked for time to determine roles and duties of officers and Executive Director.

Discussion on general duties of the officers included: reviewing and approving routine expenditures; signing contracts, responsible for overseeing the budget process, and a general responsibility for moving the BID objectives forward.

Carole Bluem and Rich Lochrie told Brian Preiss they would continue their involvement on work with the board. Brian also said he would keep the Chair informed of committee progress.

Likely candidates that have indicated they would take on the role include Kent Ehley for Treasurer and Michelle Fitzgerald for Secretary.

Nominees declined at this time. No officers were elected. **Rich Conley made the Motion to postpone the elections until the February 1st board meeting, seconded by Linda Burg, passed.**

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The Executive Committee and Executive Director will confirm roles and responsibilities at the upcoming Ex Comm meeting.

Minutes:

Board members did not receive the December 14, 2006 minutes. Kathy Barry will resend them to Brian Preiss to be distributed to the BID Board Members. **No Motion made.**

Budget & Finance Committee:

Financials balanced through November. Brian Preiss distributed the Profit & Loss YTD Comparison, November 2006 and Balance Sheet as of November 30, 2006. **Motion to approve November financials as presented, Kathy Barry, seconded by Tim Makal, passed.**

The December financials will be completed by the February board meeting due to timing of release of bank statements. Discussion ensued regarding changing the date of the Board meeting to a day later in the month. This would allow the treasurer to receive the bank statements and complete the financials of the previous month prior to the board meeting. No motion made, board meetings will continue to take place on the first Thursday of the month.

Committee Reports

Executive Committee

Dennis Webb discussed the elections and importance of educating board on history of BID Board events/happenings over last 3-4 years. Also suggested was a Nominating Committee separate from the Executive Committee to become active by October of the year, in anticipation of schedule board changes in January. Also discussed was forming an Advisory Committee. **No motion made, item dropped.**

Dennis Webb stated the need to increase the membership of our committees. Committee membership is not limited to board members. Plan for Executive Director to reach out to BID members to be created.

The next Executive Committee Meeting is scheduled for Monday January 22, 2007 5:00pm at the BID office. Officer's duties and responsibilities will be discussed as well as final slate for Chair and Vice Chair nominees.

Way Finding Committee

Committee Chair Marija Madunic was absent. Executive Director, Preiss said 20 directional signs and 8 parking signs (1st phase) are needed in this first phase. Brian indicated that about 9 additional signs inside the BID might be needed for the second phase.

County approval needed for directional sign to be placed on a Medical College of Wisconsin sign. Brian now has state information on the steps needed for approval.

The board-approved signs can now be put out for production. Brian mentioned three possible manufacturers: Signorama, Alpha Neonix and the sign designer, Catral/Doyle creative, Inc. has a recommendation as well.

A letter from Public Works Director, Bill Kappel to the BID indicated a number of the seasonal banners need replacement and there are no reserve banners available. Pamela Anderson reported the

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Marketing Committee is working with Catral Doyle to develop a year round banner whose design would be consistent with the BID's imaging program, and will be presented at the February board meeting.

Marketing

Pamela Anderson reported there have been talks at the committee level on the need to define smaller areas within the BID and establish smaller groups to handle their marketing efforts. Pamela said there is too much work in the immediate (triangle) BID area. Brian and Pamela were asked by vice-chair Jim Olson to prepare a letter to go out to all the businesses in the BID boundaries regarding this matter, asking for subcommittee representatives to work on this initiative.

Pamela reported Catral Doyle will be working on a post card feature that will allow the BID to download its own artwork. The post card should be operational in the first quarter once the contract is signed. An e-coupon feature will also be developed as part of that contract.

The Easter Egg Hunt and Art Walk are the next scheduled events for the BID. Dates were not indicated.

New event Taste of the Village was briefly mentioned. Possibly taking place in June 2007. Subcommittee members to date include: Chris Leffler (Leff's Lucky Towne), John Schall (Vino 100), Outpost (no contact name mentioned) and the Chancery (no contact name mentioned).

Pamela Anderson commented last year the Committee had spent a great deal of time working on developing the web site and the brochure. This year the Committee will be focusing its efforts to establish programs to market the BID.

Root Common:

Rich Conley reported there is a meeting Tuesday January 9th 3:00pm at the Underwood Gallery. Margo Mazur will be presenting an update on the Master Plan proceedings.

Dennis asked that Matt Mikolajewski be invited to the Root Common Meetings.

Jim Olson inquired as to when Margot Mazur's contract will be completed. Rich Conley said the committee would review it and report back. The second phase, included in this contract, is to develop the preliminary construction plans. (KATHY CHECK this)

New Business:

Tosa News-Times Business of the Year for 2006 named Reinke's Service Station as the Wauwatosa recipient. Brian Preiss passed around the article. He asked for ideas regarding any special recognition by the BID. The Board suggested Brian Preiss write a letter of appreciation from the BID.

Kathy Barry presented the topic of SHARE A MEAL, as a community event fundraiser and awareness raiser for the Community Shares of Greater Milwaukee. She distributed literature. An idea of a BID event was proposed. Each board member will think of a BID event and bring it to the next board meeting.

Old Business:

Holiday Events 2006:

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Linda Burg, Tree Lighting committee chair reported that the Tree Lighting in the Village on December 2nd was a big success. Mayor Estness welcomed the gathered group. Then they were entertained with carols sung by the McKinley School Choir, Trumpeters introduced each portion of the event. A local group of singers, 'Reindeer Pause', sang a variety of holiday songs. Santa arrived in a fire engine complete with sirens and lights. The children were thrilled and so was Santa. Baskin Robbins had cookies and hot chocolate for the singers.

Santa then walked over to the One Way Cafe where a special chair was waiting for picture taking, compliments of Wauwatosa Savings. Santa had his picture taken steadily with the children for two hours. During the night, firefighters from all 3 stations dropped into the Cafe to read stories to the children and to greet the parents.

Food and donations for the Tosa Food Pantry were collected.

It was a lot of work to coordinate and decorate but the Marketing Committee made it a priority and it was worth the effort. Many thanks to those who gave of their time and effort.

Discussion regarding improvement for future Holiday Events ensued.

Adjournment
9:12am

Tip of the day to take away: Michelle Fitzgerald suggest any electronic correspondence relating the Village of Wauwatosa Business Improvement District business begin the subject line with BID, as in BID January 2007 BID Meeting Minutes. This may help all board members quickly identify BID emails amongst the many others we receive daily.