

**Village of Wauwatosa Business Improvement District**

Minutes of Board of Directors Meeting, February 7, 2008, City Hall, Room 1

*In attendance: Brown, Ehley, Fitzgerald, Hardman, Kristoff, Leffler,*

*Excused Absence: Anderson, Burg, Carlson, Conley, Madunic, McCarthy, Winkel*

*Ex Officio: Interim ED, Kathy Ehley; Gloria Stearns, WEDC, James Archambo*

*Non-board member attendees: None*

Issue/Topic	Discussion	Outcome/Decision/Assignment
Welcome and Introduction of 2008 board members	. WEDC visioning exercise was done prior to informal meeting because of a lack of a quorum at 7:30. Severe weather detained or deterred many board members. By the end of the visioning session, a quorum was reached ; meeting began at 8:30 a.m.	
Approval of Agenda		Fitzgerald moved, Ehley second to approve agenda.
Approval of Minutes		Hardman moved, Ehley second to approve minutes as presented. Motion approve unanimously.
President’s Report	<p>Leffler and Ehley met with Jim Archambo to open discussions on what is does the City expect of the BID and what can the BID expect from the City. The BID respects the expertise of the City staff and wants to work with them in finding solutions to issues of concern. The BID is not the expect in solving the issue, we need to respectfully address that concern and work with the staff on potential solutions or determine jointly that something can’t be resolved. Mr. Archambo acknowledged his appreciation of this approach.</p> <p>Meet the Mayoral Candidates luncheon. Leffler encouraged board members to attend. Discussion on questions that will be submitted to the organizers. Executive committee will take suggestions, finalize wording and forward to organizers.</p>	
Budget & Finance	Copy of December financials distributed with meeting packet. Nothing significant to report.	
Standing Committee and Ad Hoc Committee updates	<p>Ms Ehley gave updates:</p> <p>Marketing Committee: Irene Layonne of Pizzeria Piccola has agreed to chair the committee. Pamela Anderson will focus on developing a retail business co-op with co-op purchasing power for ads and promotion. Anderson would serve as a member of the Marketing Committee and report on the co-op activities.</p> <p>Wayfinding: Committee is having to reassess some of its earlier plans because of some issues that did not exist previously. All installation costs for banners will be the responsibility of the BID; this could amount to \$2000 to \$4000 per year depending on the number of versions of banners. Ehley is investigating cost of a more permanent banner which would have less installation costs. Also explained the situation with the parking and Village ID signage that</p>	

	<p>began to be installed in December. Catral Doyle has agreed to apply the cost of producing the ID signage because it is too small for the locations. This reimbursement will be applied to the cost of producing larger signs.</p> <p>Hardman gave an update on the UWM planning project. Hardman, Gene Guskowski of AG Architects and Ms. Ehley met with the graduate class. After a half hour presentation, they met for an additional 1 ½ hours to answer specific questions. Hardman expressed his concern that some of the projects currently being worked on, namely Wayfinding and Root Common, need to be planned within the scope of a master plan and that it would be could to put implementation on hold until we have a better idea of the master plan as approved by the board. This would be finished within a few months. Leffler stated that it is up to each of the committees to determine this and bring it back to the board as a recommendation.</p>	
Executive Director Report	<p>Weekly log distributed with meeting packet. Will be sent on weekly basis.</p> <p><b>Pizzeria Piccola requests letter of support</b> for the creation of outdoor seating in the lot just to the east of their building, owned by Russ Drover. This letter would be kept on file and utilized if necessary as Pizzeria moves through the City approval process.</p> <p><b>By-laws:</b> Current version distributed in February meeting packet. Please review and submit your comments. Any necessary revision work will be done this summer.</p>	Board instructs the Executive Committee to compose this letter and send on to Irene Layonne of Pizzeria.
Unfinished Business	None	
New Business	None	
Adjournment & Next Meeting	Business portion of the meeting adjourned at 9:00 a.m. Next meeting March 6, 2008; City Hall.	Mr. Ehley moved, Hardman second adjournment. Approved unanimously.

Respectfully submitted by Michelle Fitzgerald, Secretary.