

**Village of Wauwatosa Business Improvement District**

Minutes of Board of Directors Meeting, March 6, 2008, Wauwatosa City Hall, Room 1

In attendance: Anderson, Brown, Burg, Ehley, Carlson, Conley, Fitzgerald, Hardman, Leffler, Madunic, Winkel

Excused Absence: Kristof, McCarthy, WEDC, James Archambo

Ex Officio: Interim ED, Kathy Ehley; Gloria Stearns, Non-board member attendees: Russ Drover

<b>Issue/Topic</b>	<b>Discussion</b>	<b>Outcome/Decision/Assignment</b>
Welcome and Introduction of 2008 board members	Meeting Called to order at 7:40 a.m.	
Approval of Agenda	Draft of agenda distribute via email with board meeting packet with correction of date	Brown, Hardman moved and second to approve agenda. Approved unanimously.
Approval of Minutes	Draft of February minutes distributed via email with board meeting packet	Ehley, Brown second, motion to approved February 2008 minutes with correction. Approved unanimously.
President's Report	<p><b>Executive Committee recommends</b>            Brown moved, Leffler second recommending to the board at the March meeting that the current Root Common conceptual plan is tabled:</p> <p>The following was taken into consideration when discussing this recommendation:</p> <ul style="list-style-type: none"> <li>○ Recent developments that impact any plan for the Common area include Pocket Park opportunity, Drews closing and unknown development, request to City for vehicular traffic study, UWM planning project not finished until late April.</li> <li>○ Of concern is cost for implementation may be too much, high cost of annual maintenance, lack of materials to make this a salable project to fundraise, and lack of consensus for the project to implement fundraising.</li> <li>○ Commitment for committee to have \$75K raised by March 1 has not been realized.</li> </ul> <p>Leffler explained the discussion of the committee            Brown – interesting opportunity to link in the Pocket Park, has trouble justifying the cost, concerned about the long-term maintenance.            Leffler – unknown of what is happening with Drews, desire by the store owners on Harwood to open Harwood in front of Drews should be taken into consideration.            Conley – no question that committee stated they would raise the funds but the process we were forced to do caused the committee not to be able to fundraise. He feels the new people on the</p>	

	<p>board wants Harwood open and the committee is battling those folks. He has raised millions of dollars and knows this can be done. Board has to make a decision to support this project.</p> <p>Anderson – still supports a quality park but supports the concept of having it in contexts of the master plan.</p> <p>Conley - believes opening the street would be a big mistake. Anderson agrees with this.</p> <p>Anderson - Suggestion is to table with a specific date to revisit after we have UWM group make recommendations and have the City engineers review the vehicular flow study and make recommendations.</p> <p>Ehley – expressed concern about not considering the Pocket Park in the current plan.</p> <p>Hardman – board represents the business owners and property owners to determine what they desire as to the street flows. Board should get the feedback of these people and develop an advocacy plan.</p> <p>Leffler – we need to open the dialogue with the City to advocate for the research and consideration of the traffic issue.</p> <p>Conley – considering Pocket Park would double the cost of the project.</p> <p>Burg – we need to consider the Pocket Park, would not double the cost of the Common project.</p> <p>Carlson – get the impact study done but must get the fundraising plan established because this is a lot of work.</p> <p>Conley – said he feels that he has not had the support of the board. He and Peay are the only ones working on the plan</p> <p>Leffler restated his recollection of the history of how this project was started. A few people initiated the project and said they would do all the fundraising. One of those individuals is no longer involved in the BID. The board supported the efforts by paying a lot of money for the planning.</p> <p>Carlson – concerned about the size of the fundraising needed compared to the BID budget. He has been involved in large fundraising projects and it is very difficult. He asks what is the fundraising plan? Hasn't heard any detail other than committee will raise it.</p> <p>Brown – doesn't think we have the product to sell (consensus of the plan) so how can we fundraise.</p> <p>Conley – The board needs to make a decision to either open or not open the street.</p> <p>Brown – asked what information or data is needed to make a decision about opening the street.</p> <p>Marija – clarified that the request for decision today is to table the design concept of Root Common that the committee has been proposing until the UWM planning project is complete, then revisit to see if it fits into the master plan.</p>	<p>Hardman and Leffler will gather information on traffic flow and talk with the City about the Park areas and maintenance before the next April board meeting</p> <p>Brown requested that each of the board members send their thoughts regarding the park and street areas to Kevin.</p> <p>Anderson moved, Brown second to table any decision on the Root Common park plan until after the more information is secured from the City and UWM focus group meeting on April 3. Motion approved unanimously</p>
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Budget & Finance	<p>Copy of February financials distributed with meeting packet. New reports developed for greater analysis and tracking of actual vs. budget.</p> <p>Explained his method of determining the amount of unrestricted funds available after taking commitments . \$27K is in our “savings” account. Next Budget &amp; Finance committee meeting is March 19 at 7:30 a.m.</p>	<p>Brown moved, Fitzgerald second to approve balance sheet and the P&amp;L. Approved unanimously</p>
Standing Committee and Ad Hoc Committee updates	<p>Wayfinding:  Parking and City direction signs have been produced. City signs produced were too small and put up at the wrong heights. Catral Doyle takes responsibility for the error of the size and the lack of oversight and will credit us for this. Moving ahead on the directional signs to get the new size produced and installed.</p> <p>TAPCO recommendations a thin aluminum material coated with a reflective finish and have the banner design printed with a transparent ink. Would last 10 – 12 years, and would show up better at night. Cost would not be significantly more than current quote for vinyl banner which has a life of 2 -3 years.</p> <p>Labeling the areas: Need to identify the titles for the area. Madunic asked for suggestions on identifying various areas in the Village. Gloria Stearns, WEDC director, volunteered to participate on the committee and has a professional background that would be very helpful in making these decisions.</p> <p>Individual business signs: Part of the whole plan is to produce metal signs for the store fronts which would hang out over the sidewalk and be visible by pedestrians or autos driving down the street. \$10K is allocated for that. Mr. Ehley questions why the BID would be paying for the signs when this impacts only a portion of the retail stores; BID could pay for design and set guidelines but individual business owners would pay for their sign. Committee will discuss this.</p> <p>Marija makes a request to more participation in the committee.  Fitzgerald recommends the board be more actively engaged in assisting the Committee in making decisions and action.</p> <p>Marketing:  Anderson explained the concept of having a Village Center retailing collaboration allowing the Marketing Committee to focus on the Village BID as a whole. The collaborative would take responsibility for advertising asking for only some supplemental dollars from the BID budget.</p>	

	This would be a subcommittee of the BID Marketing Committee.	
Executive Director Report	Weekly report sent out to board members	
Unfinished Business	None	
New Business	None	
Adjournment & Next Meeting	Business portion of the meeting adjourned at 9:00 a.m. Economic Development exercise Next meeting April 3, 2008 rescheduled to 7:15 p.m. and will immediately follow the UWM planning project focus group	Carlson moved, Fitzgerald second to adjournment. Approved unanimously.

Respectfully submitted by Michelle Fitzgerald, Secretary.

APPROVED