

Village of Wauwatosa Business Improvement District

Minutes of Board of Directors Meeting, April 3, 2008, City Hall, Room 1

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

Excused Absence: Hardman, McCarthy,

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

Issue/Topic	Discussion	Outcome/Decision/Assignment
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Approval of Agenda	Add review & action on continuing the lease	Carlson, Winkel moved, second
Approval of Minutes	Adding the word Root Common in President’s report and finish	Anderson, Carlson moved to approve. Motion approved unanimously
UWM planning project	<p>Didier commends the project and appreciates the action of doing a plan; supports this activity Pictures were very helpful, BID needs guidelines. Round about concepts shows there is a greater problem needs to be fixed rather than the smaller projects that the BID has been focusing on. Birschel said roundabouts are not accepted by Americans; was tested on 72nd & Lloyd and not liked.</p> <p>Madunic said serious changes need to happen therefore we shouldn’t get caught up in picking apart a single idea. Brown thinks putting park like setting around would be a welcoming spot. Push the roundabout further north into the Pocket Park would open up more space in the Root Common area. Have some gathering spot near Baskin Robbins. Kristof likes to keep the bike path in tact to keep people in the Village especially families. Great value in looking at a broader picture of the Village BID area and the surrounding areas.</p> <p>Stearns stated WEDC has funds available to pay for studies and they are looking at the needs throughout the City. It’s a matter of funding, finding the funding sources for doing the planning and implementing. BID and WEDC need to continue to work together.</p> <p>Did the BID create their own isolation by not having strong communication with the City.</p> <p>The Hart Park plan – Bill Kappel has that plan with all the specs on benches, lighting, signage,</p> <p>Don Birschel explained his Corvette Club is hosting a 50th Anniversary celebration and he hopes host in Hart Park.</p> <p>Existing Hart Park “plan” is a conceptual is just that but it is being implemented in a piece meal. There is no plan to figure out how to get the monies to implement; Leffler stated the BID needs to push the City into dealing with the reconstruction of the Park.</p>	
President’s Report	Review & action – tabling of Root Common plan.	Anderson, moved, Brown second to

	<p>Hydro-seeding would cost about \$750 - \$1000 and would provide green space this summer. We need a green space</p>	<p>table indefinitely the Root Common Park plan and work with City on master plan for the Village. If the existing plan fits into the master plan then it would be reconsidered. Motion passed with Conley voting present</p> <p>Mr. Ehley moved, Madunic second to approve expense of hydro-seeding the Root Common area based on the estimate of under \$1000. Motion approved with Conley voting present</p> <p>Ms. Ehley was instructed to write a letter to landscaping bidders on the tabling of the project. And will get three quotes on hydro-seeding.</p> <p>Anderson offered to investigate planting options.</p>
Budget & Finance	March Financials distributed	
Standing Committee and Ad Hoc Committee updates	Signage: Public Works dept will do a test installation of the directional signage to determine appropriate size and position before signs will go into production.	
Executive Director Report	International Cycling Classic has contacted the BID to host the July 23, 2008 day of races. The BID would be responsible for raising approximately \$20K in sponsorships to cover the hosting fee and additional costs of police overtime, rental and installation of barricades, marketing materials, etc.	Board determined we had too many significant activities to handle this year. A venture of this type would require many hours of staff and volunteer time to have a successful event; time which we do not have this year. Would consider in future.
Adjournment & Next Meeting	Meeting Adjourned at 8:50 p.m.	Ehley moved, Brown second adjourning the meeting. Motion approved unanimously

Respectfully submitted by Kathy Ehley for Michelle Fitzgerald, Secretary.