

Village of Wauwatosa Business Improvement District

Notes only – No quorum for Board of Directors Meeting, June 5, 2008, Le Reve Patisserie & Café, 7610 Harwood Ave.

In attendance: Brown, Burg, Ehley, Fitzgerald, Hardman, Kristof, Leffler, Madunic McCarthy, Winkel

Excused Absence: Anderson, Carlson, Conley

Ex Officio: ED, Kathy Ehley; Theresa Estness, WEDC, Jim Archambo, City liaison Non-board member attendees: Russ Drover,

Issue/Topic	Discussion	Outcome/Decision/Assignment
Sign-in; Welcome	Called to order at 7:44 a.m.	
Approval of Agenda		Kristof moved, Hardman second acceptance of agenda with addition of the TSU presentation. Motion approved.
Approval of Minutes		Winkel moved, Ehley second approval of minutes with change in Hardman attendance status to excused. Motion approved unanimously.
Tosa Skateboarders United	Have a \$2K toward the \$18K construction drawings. Waiting for some documents from City Hall to on design for Hart Park before they can finish documents. Looking for in-kind or reduced fees for construction industry and sponsorships. St Matthew's will double the community challenge. Village Popcorn will have a collection bucket out.	
Budget & Finance	<p>Presented the new quarterly report format – comparison of YTD to budget.</p> <p>Review & action: Assessment process documentation as presented. Document is a formal written document of the actual procedure. Portion that needs to be approved. Adjourning tax key parcels with same owner used for the same business can be combined. Adjourning tax key parcels with the same owner used for different businesses should be assessed on its own.</p> <p>Ehley is recommending the onus be on the owner to request a combination of the tax key parcels. If the BID becomes aware of this situation, it will alert the property owner. Any change must be finalized by Aug 1 of the calendar year for it to impact the next year's assessment.</p> <p>Review & Action: Minimum cash reserves policy. The Budget & Finance committee recommends a policy of maintaining a minimum of \$7500 cash reserve used for emergency purposes. Going forward, 10% of the operating budget is the recommended reserve level; this will be incorporated into the assessment procedure.</p>	<p>Fitzgerald moved, Hardman second to approve with the tax key parcel wording. Motion approved unanimously. Assessment procedure document will be posted on the BID member information section of the website.</p> <p>Hardman moved, Brown second to approve policy of minimum cash reserve at 10% of the annual operating budget and no less than \$7500. Motion approved unanimously.</p>

	2009 Budget planning: Need to have the budget finalized for approval at the Sept board meeting and then approved at October council meeting.	Committees must have draft budget for 2009 and monthly cash flow in to the BID office by the end of July 13, reviewed by the July 16 Executive committee.
President's Report	<p>Distribution of the UWM student project documentation. IT IS NOTED TO ALL PRESENT THAT THIS IS SIMPLY DOCUMENT OF IDEAS BY THE STUDENTS NOT A RECOMMENDATION BY THE BOARD OR THE CITY. The work now begins to work into a 5 year plan with a focus work with the appropriate partners to create a safe, well maintained, economically vibrant area.</p> <p>The following committee structure is recommended by the Executive Committee: Executive Committee/Strategic Planning Budget & Finance Marketing: Events, Co-op ad buys, promotions, website promotion and oversight. Aesthetics: Signage guidelines, sign review group, façade guidelines, maintenance, waster receptacles, benches, flower containers, etc., newboxes. Wayfinding would fold into aesthetics. Block Watch/Safety Ad Hoc Committee as needed.</p> <p>WaterStone Bank submitted a request for approval on two sign designs. Both signs had LED message boards. The executive committee serving as the BID sign review group (per City ordinance) did not approve the request and encouraged WaterStone to design a sign that was more appropriate for the unique character of the Village. No LED signs will be approved within the Village BID area.</p>	<p>Assignment: Board members are to read the document before the July 1 meeting. Identify the top 3 – 5 ideas they believe should be goals 1, 3 and 5 years out. This topic will be the center piece topic for July meeting.</p> <p>List of committees is a basic list of needs, the goals of the master plan may require other standing committees or ad hoc committees. Executive Committee will move forward on acquiring committee members and selecting a chair.</p> <p>Ms. Ehley will draft sign guidelines and work with the executive committee or aesthetics committee (if in place) to assess and finalize a draft for approval by the board.</p>
Block Watch/Safety	<p>All safety packets have been distributed to the captains for distribution to the individual businesses. Not much has been distributed at this point. Metal railings on River Parkway near 68th, valued at \$8K, were stolen and metal street signs along the RR tracks were ripped out of the ground likely sold for salvaged galvanized steel.</p> <p>Alert to watch out for the daytime this is happening during the day.</p>	
Executive Director Report	Hyrdo-seeding in Root Common has been delayed for numerous reasons including inclement weather. City has agreed to seed and place hay. BID would then be responsible for watering area for 4 – 6 weeks.	

	Replacement directional signs have been ordered and are in production.	
New Business	Business signs a high priority. Needs to be handled this year.	
Adjournment & items for next meeting	NEW DAY FOR JULY MEETING: Next meeting scheduled for Tuesday, July 1, 08. Meeting will focus on priorities and planning.	Ehley moved to adjourn, Brown second. Motion approved unanimously.

Respectfully submitted by Kathy Ehley for Michelle Fitzgerald, Secretary.

Approved