

Village of Wauwatosa Business Improvement District

Notes only – No quorum for Board of Directors Meeting, July 1, 2008, Le Reve Patisserie & Café, 7610 Harwood Ave.

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

Excused Absence: Anderson, Burg,

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 a.m, 7:40 by Chris Leffler.	
Approval of Agenda		Agenda moved to approve by Conley, seconded by Winkle. Approved
Approval of Minutes		Brown moved to approve minutes, seconded by Hardman
Budget & Finance	Ehley changed the budget report to “budget vs. actual”. Can’t compare by class, but this year everything will be broken out per item, such as printing for marketing, instead of all being lumped together. As of this time, we are approximately \$20,000 ahead of budget. Kathy Ehley advised the cost of metal has risen so much, that the new wayfinding amount will be \$5800 vs \$3200. The quote is higher due to the steel costs, but we must go ahead with the signs anyway. Tosa Tonight is switching to a 501.3c, and will be taking their portion of the budget out at that time. Budget information from committees are due mid-July, so by the end of July Kent should have a draft ready to go. We are waiting for Marketing’s budget for 2009, but all committees requiring a budget still need to submit theirs as well. Wayfinding is budgeted for the next 3 years for signage.	Hardman motioned to accept financials, Kristof seconded. Approved.
President’s Report	Leffler questioned an update on hydro-seeding. Grass is coming up in Root Common. Chris reported the groundbreaking for the Rotary Performance Pavilion went off well last week. Lots of excitement in the city regarding the building of this venue. Tosa Tonight has been operating under the BID for insurance and permit purposes, now TT will separate from the BID and function under their own for upkeep and management of the pavilion. Anyone wanting to help out, let Chris know.	
New Business	Hardman is the BID liaison for the fire station improvement project.. Leffler attended as well, Hardman will represent the BID. Hardman advised discussion was made regarding underground vs. surface parking. Bill Rice from the FD and the design architect, it was decided that any additional costs for parking underground were worth it so that any potential business development south of the station could be accommodated. Archambo reiterated that the upfront costs of underground parking would be absorbed by future business revenue. Potential sale value is higher to allow business development. Tax revenue from the development would eventually pay back the additional costs of underground parking. Original cost of underground parking was approximately 1.3M. \$700K was for parking alone, the balance was for mechanicals and storage. Hardman advised the balance of the meeting was regarding the surface parking to the north of the station. Residents have questioned reasons for parking on the north side and the value of it,	6-Month Goal assignments: Conley volunteered to go to the city’s Comp Plan meetings, Kristof, Winkle and Burg will also help with aesthetics. Bob Pantuso, not a board member, is from George Webb’s and offered to help as well.

in addition to logistics. No discussion was made at the meeting regarding aesthetics of the physical building and its fit with the other village businesses. Archambo advised any loss of parking spaces is possible due to police parking in the old spaces. Hardman voiced an opinion to see if churches would be willing to provide parking for a cost. Estness advised that the churches have already sent letters to the city saying to not look to them for village parking. Estness said there is an opportunity for adaptability for future businesses and the fire department. It's also important that business owners and employees not park in the off-street parking that customers could be using. The city code is 1 space for every 500 sq.ft. The intention of the north lot would be for public parking. Conley asked about underground public parking, but Archambo said that public parking would not be accessible there. Conley questioned if the public would use the north lot and would want to walk into the village. Estness asked where should we put a lot, if not the north side of the station. She said that employees could be using that north lot as well to free up on street parking for customers. Conley also questioned why the lot can't be moved to the south, which was a question posed by the BID at large. Archambo advised that after study, it was decided that it is best to put the lot north. Hardman said it was contemplated that the underground parking entrance would be on the south side in order to have the ability for future business development on the south side of the station.

Bill Brown: Comments made that we are lucky to have the UWM study to discuss and we are grateful for its value. Bill asked now we need to decided what we do with the information and ideas, such as how do we work with the city on this? Our funds have been shrinking because we haven't raised the assessment rates. Bill suggested we have 1,5, and 10 year goals and choose projects and their costs. An example was waste receptacles. Should the dollars be set aside on the 1-year projects, or later? Brown suggested we put our attention ro assign dollars to specific projects. There are many different ideas for improvement, but it is essential to come up with a plan for which projects should be done and when. Hardman asked Brown for clarification on the BID's role in the projects. Capital campaign? Fund raising? Brown said that it depends on the project. Example: receptacles which are relatively inexpensive, could be automatically funded by the BID or a fundraiser. A capital campaign is not necessary for the small improvements. Then we need to go to our BID members with a game plan. Brown set up the projects such as "Quick Wins" – projects that could be completed in 6 months or less. "1 Year Plan" – projects to be completed in one year or less; "5 Year Plans" – We can focus on those projects in perhaps year 2. Leffler said in the Quick Wins : forming the aesthetics committee for signage approval, improvement on buildings, etc. Brown suggested we should have guidelines in place by 1/1/09 for future signage. Fitzgerald also said a variance should be included for signs that hang off the sides of buildings overhanging in the city right-of-way. Kent Ehley said it's an "absolute must" to get the banners and wayfinding signage done soon. Madunic questioned are there city ordinances in place regarding signage and aesthetics. We should look at those to make sure we aren't

backpedaling later. Madunic also suggested we check on any mixed use ordinances. Conley said we should not however, try to get too involved in approvals of mixed use and such since the city already does a good job of that. Kathy Ehley said there is already instruction from the city that the BID must approve signage in the village. Estness said there is a draft document being formed by the city for these issues and hearings will be held at the city council and for the public. She suggested the BID may want to get involved in those hearings and offer ideas and suggestions before the final comprehensive plan is completed. Ehley said it's important that Nancy Welch communicate to the BID regarding this issue. Hardman questioned if we need to have a BID member represent us to the Comprehensive Plan. Estness advised these are open hearings, anyone could just go. Fitzgerald believes it's important to still have a BID member represent. The next meeting is 7/16 at 7P in Room 1. This is a tentative meeting so far, because they are waiting for the state's traffic analysis report. Archambo said there are many different sections of the comp plan, so the next meeting may not be germane to the BID's concerns.

6 Month Goal Projects: Leffler said maybe we could create a uniform look in the next 6 months. Kristof suggested we either fund raise for park benches or have businesses sponsor park benches so that over the winter we can work on getting it done. The board agreed that the wayfinding is uppermost in the 6-month goals. Fitzgerald said that receptacles and benches should be next on the list of projects to do. Reviewing the existing draft of the city's comprehensive plan is paramount to achieving the other goals, because we don't want to spend the money on these projects without knowing what the city has in mind as well. 1 Year Plan would include stop signs, aesthetics, and ordinance reviews for mixed use, signage, etc. Brown suggested we take our 6-month goals and make assignments to achieve them. Winkle questioned the enforcement of the design guidelines. Ehley said the BID has city approval to control signage and approval. **1 Year Goal Projects:** Kristof questioned if the BID could do something more to try to get more empty storefronts filled. Leffler believes it's more important to replace office workers who are leaving ZDG and Derse so that we can attract office people who lunch and shop in the village. Kristof is concerned about empty storefronts that look shabby. Estness said that she believes it is the responsibility of the city to encourage economic development. The WEDC cannot afford to staff someone to do that job. Ehley said the marketing committee has made a shift from events and advertising to marketing the entire village and branding, and co-op advertising buys. Kristof reiterated that the shabby storefronts don't attract. Conley said that no matter what the storefronts look like, it's hard to find retail renters right now. Archambo wondered how the larger companies and organizations are treated. They provide the employees who are shopping and dining in the village, but are we giving consideration to their needs as well? Ehley suggested we put banners all the way east to 60th Street. Fitzgerald concurred. Archambo questioned in the study why they proposed expansion on certain properties, but didn't propose to expand other areas. Brown informed that it was the focus the BID gave to the students.

	Six month window -	
Adjournment & items for next meeting	Meeting adjourned at 9:00 a.m.	Fitzgerald moved, Madunic second to adjourn the meeting. Motion approved.

Respectfully submitted by Kathy Ehley for Michelle Fitzgerald, Secretary.

APPROVED