

Village of Wauwatosa Business Improvement District

Board of Directors Meeting, September 4, 2008, WaterStone Bank, 7500 W. State Street

In attendance: Burg, Estness, Brown, Kristof, McCarthy, Anderson, Winkle, Hardman, Ehley, Ehley, Conley, Leffler,

Excused Absence: Carlson, Madunic, Fitzgerald, Archambo

Ex Officio: Kathy Ehley, BID ED (Executive Director); Terry Estness, WEDC Non-board: Russ Drover

Issue/Topic	Discussion	Outcome/Decision/Assignment
Sign-in; Welcome	Called to order at 7:40AM by Leffler.	
Approval of Agenda	Motion made to approve the agenda	Brown moved, Hardman second. Approved.
Approval of Minutes	Motion made to approve the last meeting's minutes. Conley questioned wording on a sentence, Ehley confirmed meaning.	Winkle moved, Ehley second to approve with completion of sentence. Approved.
Budget & Finance	<p>Ehley explained YTD through August; we are 9K positive on revenue. On expenses, we are 22K under budget, due to less printing with the lower cost of brochures and some is related to timing of anticipated expense. Advertising expense was also down, though Kathy advised we will be using the bulk of the rest of the budget promoting the Village during the Holidays. Temporary help and contractor services for Root Common seeding and watering was not necessary, as the City seeded and BID watered, thereby saving money. Normally \$2K spent for litter and weed removal; we will spend less than budgeted because it has been challenging to find a teen for this task. BID ED and Aesthetics Committee are looking into other options for handling the litter clean-up – youth groups, service groups. Additional litter cans would greatly lessen the problem. BID ED advised the Aesthetics committee is working hard to improve the litter situation. Treasurer Ehley explained the format of the budget. We are looking at an additional \$16K in revenue through increased assessments which could result in a 15% increase in assessments over 2008 rate to balance the budget. No money from the reserve is available to supplement the operating revenue. This is a zero-based budget. Expenses in the 2009 budget are signs, banners and installation, nominal increase in Exec Director fee, plus \$5K to be used for Aesthetics related expenses use for 09. The newly formed Aesthetics Committee will be working on identifying and researching pricing and will make recommendations to the board. Vice Chair Brown reiterated the importance of working with the city to collaborate on the aesthetics of the village. Brown asked for Board support of the monies funded to the aesthetics committee. Ehley said the budget was not just increased by a percentage; thought was put into analyzing current expenditures, truly funding projects and expenditures. This would be the first assessment rate increase in 4-5 years; haven't had to have an increase because funds from the reserve were used to supplement the operation expenses and fund branding and website projects. In fact the assessment was less in 08 because of use of the reserve funds.</p> <p>The board policy is to maintain a \$12K as the minimum amount of the reserve. Brown said</p>	

<p>a balanced budget at the end of the year will result in a 12K reserve; any unspent 2008 operating funds would be added to the reserve. Hardman asked why the reserve fluctuates. Ehley explained it fluctuates based on the revenue needs. Conley asked what happens if we spend more than we budgeted, does the reserve lower? Ehley confirmed. Conley asked if we ever build the reserve as a line item. Leffler said no, unless we are planning for a large expenditure. Brown suggested we could add a line item to the budget to specify funds from reserve. Next year if we overspend, we would need to replenish the reserve. Hardman said no reason to take money out of the reserve unless it is used for unexpended costs.</p> <p>Conley: we should have a standard amount we contribute every year.</p> <p>Leffler: shouldn't arbitrarily contribute to the reserve unless there's a specific project. In years past, when the reserve got a large amount, the board should have reduced the assessment.</p> <p>Brown asked what the criterion is for voting to dip into the reserve. Ehley said if we want to spend money for an unbudgeted item, the board should vote with the majority approval. Leffler and Conley suggested we should have ¾ majority vote for approval.</p> <p>Ehley questioned if the mins and maxs should change to adjust for the 14.9% assessment? The max is \$3500, the min is \$450. This amount has not changed for many years. We need to decide how to increase those for the future. Brown questioned the fairness of the increments, and that the Executive committee can discuss to make it fair for everyone. Conley said as long as there is consistency year to year, that should work. Ehley said he will work on the budget as such to make sure that the increase is not absorbed by one segment of the property owners. Ehley said there are currently 7 properties that are at the max. Brown said next month there will be a proposal. BID ED wants that to go out a week before the October board meeting to give everyone time to study. Leffler noted that the proposal to increase the Exec Director increase in salary of \$200 should be discussed. BID ED left the room, and Brown advised that the increase is warranted because of her hard work and we need to recognize it. Brown didn't feel it was enough, but it is recognition of hard work. This would be a 6% increase. Treasurer Ehley explained the ED recommended her fee cut by \$500 per month in 2008 to cover the part timer's wages. Leffler said the BIDs that are successful have strong leaders and Kathy has done a remarkable job over the last year. Mr. Drover wondered if we would be able to cut the part timer's salary position to save money, and what is the cost benefit? Expenditures for the part time marketing coordinator explained; this is an average of 8 hours per week at \$12 per hour. Anderson said Anne is doing a wonderful job and that she also does a lot of the graphic design that we were paying Catral Doyle for, so we are saving a lot of money that way. Leffler also noted that Ehley did not ask for this increase. McCarthy said she is going to look into WaterStone picking up the costs for Easter and Halloween activities.</p>	<p>Brown moved, Conley second to require a ¾ majority vote to approve usage of reserve funds for unanticipated expenditures. Motion approved. THIS WILL BE ADDED TO THE POLICY AND PROCEDURES OF THE BID.</p> <p>Motion made by Winkle for the increase in Ehley's contract fee \$200 per month for 2009., Anderson seconded. Motion carried with Kent Ehley abstained.</p>
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<p>Operating Plan</p>	<p>Operating plan: ED said we are not required to put in an operating plan every year, but she believes it's a good idea to do so to identify of our priorities. ED said when she read through what was proposed last year, we should congratulate ourselves for the thought and effort it took to accomplish many of the 2008 goals and to solidify our role within the community. She asked for input on changes in the plan to use as a guide for next year. Hardman liked the pedestrian safety conditions, and felt they should be moved to the top of the list. Increase in foot traffic is paramount to the success of the village. Ehley has started a list of policies and procedures for operating the BID. Ehley said there has never been documentation of policies and procedures in the past. It was questioned if the policy and procedures should be written into the operating plan and determined it was best to have the written policy and procedures as a separate document. Kristof asked Ehley if there was a timetable to get the procedures written, and Ehley said it was ongoing, added to as the board develops them.</p>	<p>BID ED said the operating plan and budget must be approved at the October meeting and then immediately submitted to the council in October. Please forward any suggestions asap so that the final version is ready of the Oct meeting. .</p>
<p>President's Report</p>	<p>The four alderpersons for this area meet with Leffler and Ehley and did a walking tour. The Alderpersons appreciated the opportunity and found it to be an important awareness tour. The BID area is growing and there are numerous things they can assist in helping with improvements. We look forward to working with them. The executive committee details have already been discussed above.</p>	
<p>Updates from City and WEDC</p>	<p>Jim Archambo gave his apologizes but could not attend today because of his schedule for the City budget.</p> <p>Estness advised of the various applications and grants in the works. She was asked about the status of the WEDC funding and stated at the last WEDC meeting it was discussed what the economic development efforts should be within the city: the BID, the Chamber of Commerce, WEDC, etc. The city will make a decision at some point on the comprehensive plan. From operational point of view, the WEDC board feels it is very important to know what economic development will look like, what is the plan going forward, before any final decision is made. The WEDC was informed last week that the \$95K that has been earmarked for the WEDC in the past is not included in the executive budget going to the Budget & Finance Committee. It will be redistributed to the City's Planning Dept. Leffler said it could be because the WEDC has the opportunity to seek private funds or government grants for their operation. The WEDC works independently from the city, and can create impartiality that the city can't. Estness explained the budget & finance committee would have to vote on it after a public hearing, followed by a vote at the Council two weeks later. Since May the WEDC Board has been working hard to address concerns and come up with a contingency plan without the \$95K. Estness said there are several grants that have been awarded or pending for many businesses all over the community.</p>	

	<p>Several board members stated the WEDC really helps the smaller business expressing concerns that if the WEDC no longer exists, the monies may get tied up for large projects, such as the Burleigh Triangle. September 29th is the next council meeting where this will be discussed. If as individuals we wish to direct comments to the city, they should address all the council members.</p>	
Priorities and Planning	<p>Priorities for 2009: Letter was sent out regarding the Fire station surface parking and snow removal plan: to ensure sufficient surface parking to make up for the loss of 10 street parking spots. The statement has gone to the President of the Council, copied to council members, mayor, administrator, fire chief and deputy chief regarding our concerns.</p> <p>BID ED distributed the worksheet of priorities developed by the board in July. Brown suggested that we filled in accomplishments and assign due dates to our priorities so that a year from now we can look back at when the accomplishments were made.</p> <p>The aesthetic committee has met twice, including a walk around the village, which encouraged good discussion about improving the looks of the village. Burg said when you take the time to walk around the village and paying attention to it, you see more. BID ED said that litter problems from restaurant carry out packaging is a major issue; one of the committee members who works for this type of business is taking the lead on this and will be contacting his peers because the sources of the majority of the litter should contribute to the solution.</p> <p>BID ED said the city called her regarding the octagonal concrete platform on the pedestrian bridge. It is a hazard for pedestrians and cyclists who are falling over it. After consultation with several people in Engineering and Jaime Kristoff whose business is right next to the site, she has recommends the octagon should be eliminated. Board agreed.</p> <p>BID ED reminded group of the October 31 schedule to have recommendations to the Mayor who appoints board member. Ehley asked for any recommendations for some new board members. If you know of anyone who is a business or property owner or tenant, who would be interested participating as a board member, call her with the name and she will get them an application. The applications will be reviewed at the next meeting and forwarded to the Mayor</p>	
Adjournment & items for next meeting	<p>Adjournment at 9:15a.m.</p>	<p>Motion made for adjournment by Ehley, seconded by McCarthy, motion carried.</p>

Respectfully submitted by Jaime Kristof for Michelle Fitzgerald, Secretary.