

Village of Wauwatosa Business Improvement District

Board of Directors Meeting, November 6, 2008, WaterStone Bank, 7500 W. State Street

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

Excused Absence: Madunic, Winkle

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

Issue/Topic	Discussion	Outcome/Decision/Assignment
Sign-in; Welcome	Leffler was delayed with an emergency therefore Ehley lead the meeting.	
Approval of Agenda		Brown move, Kristof second approval of agenda
Approval of Minutes		Brown moved, Burg second Approval of minutes. Motion
Budget & Finance	Financials sent via email. Nothing notable in previous month. Less on expenses. Do the routine bills on accrued expenses. Balance sheet: about the same.	Fitzgerald moved, Kristof second to approve
Board Development	New appointments: Gail Sauer, Director of Phil Aurora Psyc, Larry Greves, UPS, Kami Dowdle, National City Bank, Bobby Pantuso, George Webb Reappointments: Erin McCarthy, Jaime Kristof, Bill Brown, and Linda Burg.	
2009 Village Plan	<p>Help each other stay focused on our goals Early next year, have input from the BID members Kristof – this will provide better communication between Each board member chooses at least one committee to participate in with a published list The Exec committee started with indentified goals for 2009 and then consolidated Committees will provide a report up at board meetings; committees will do the work and board will focus on strategic and governance issues.</p> <p>Deadline for purpose statement, mission by December 4, 2008 board meeting. Committees will report what have you done, what will you be doing and what obstacles are in the way to get the tasks accomplished. Things that have worked will, not well.</p> <p>Committees do the legwork on research,</p> <p>Will be simultaneously working on 2009 and 2010 plan so that we will have more detail when creating the operating plan and budget for 2010. Fitzgerald recommended putting the action verbs into the grid for better understanding</p> <p>BID needs to do the long range plan for the Village which would be hopefully integrated</p>	<p>Each committee chair to write purpose, mission statements, goals and action items to support the goals, if possible assign date, meeting schedule and members.</p> <p>Aesthetics: Kerry Tylke Marketing: Irene Lannoye Executive: Budget & Finance: Kent Ehley</p>

	<p>into the City Comprehensive Plan. The master plan will be the guideline for future decisions.</p> <p>Survey Monkey</p> <p>Expectations of a board member that can be signed as a pledge beginning each year. Written document of the expectations to be used in the board recruitment.</p>	<p>Long Range Planning: Kevin Hardmann Business Watch: Jaime Kristof</p>
City Update		
Adjournment & items for next meeting	Meeting adjourned at 8:43 a.m.	Fitzgerald moved, Ehley second to adjourn. Motion carried.

Respectfully submitted by Jaime Kristof for Michelle Fitzgerald, Secretary.

DRAFT