

**Village of Wauwatosa Business Improvement District**

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

In attendance: Anderson, Leffler, Hardman, Brown, Fitzgerald, McCarthy, Ehley, Sauter, Pantuso, Dowdle

Excused Absence: Archambo, Burg, Kristof, Madunic, Winkle

Ex Officio: Kathy Ehley, BID ED (Executive Director); Terry Estness, WEDC Non-board: none

Issue/Topic	Discussion	Outcome/Decision/Assignment
Sign-in; Welcome	Leffler was delayed with an emergency therefore Brown lead the meeting.	
Approval of Agenda		Brown move, Burg 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 mainly because have not yet purchased the banners.  Balance sheet: about the same.	Fitzgerald moved, Anderson second to approve
Board Development	New appointments: Gail Sauer, Director of Philanthropy at Aurora Psychiatric Hospital, Larry Greves, UPS, Kami Dowdle, National City Bank, Bobby Pantuso, George Webb Reappointments: Erin McCarthy, Jaime Kristof, Bill Brown, and Linda Burg.	Election of 2009 officers at January meeting.
2009 Village Plan	For the benefit of the incoming board members, Brown reviewed the 2009 priorities grid which is the suggested focus for the 2009 board. He provided background information for the new board members and allowed for questions.  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.  Will be using Survey Monkey with BID members or key stakeholders to gain input for decision making.  Hardman shared his experience with another board in which expectations of a board member were printed out and signed as a pledge beginning each year. Written document of the expectations used in the board recruitment.	Each committee chair to write purpose, mission statements, goals and action items to support the goals, if possible assign date, meeting schedule and members.  Aesthetics: Kerry Tylke Marketing: Irene Lannoye Executive: Chris Leffler Budget & Finance: Kent Ehley Long Range Planning: Kevin Hardman Business Watch: Jaime Kristof
Committee & City Update	Marketing: Anderson reported the committee is focused on activities and promotions that promote the Village BID as an area. Christmas decorations were improved this year with 60 poles decorated. More will be added each year until the whole BID area has consistent	

	<p>decorations.</p> <p>Aesthetics: Committee has focused on identifying the style and locations of litter containers, benches. Have narrowed down to a few styles and price levels, still doing research. Will be coordinating the final selection with Friends of Hart Park and Historical Society (Little Red Store) to insure continuity in look throughout the area. Burg, McCarthy and Panuso spoke highly of the work of this committee.</p> <p>Business Watch: Will be holding a captains meeting in January.</p> <p>Encouraging each committee chair to submit a written update to be sent out with the board meeting agenda. Update will include status of accomplishment toward committee goals.</p>	
Adjournment & items for next meeting	Meeting adjourned at 8:50 a.m.	Fitzgerald moved, Ehley second to adjourn. Motion carried.

Respectfully submitted by Kathy Ehley for Michelle Fitzgerald, Secretary.

Approved