



**Hartland Business Improvement District
Board of Director's Meeting Minutes
Tuesday, January 18, 2022 - 7:30 a.m.
Hartland Village Hall, 210 Cottonwood Ave, Hartland, WI**

BID Board Members present: Steve Berger, Dr. Jim Muenzenberger, Marilyn Haroldson, Cheryl Pfundtner, Tabi McBride, Jeff Pfannerstill, Elise Miller

Guests present: Ryan Bailey, Acting Village Administrator

BID Staff present: Kristyn Smith

BID Board Members absent: Tom Brass, Steve Osterndorf

Meeting Proceedings

- 1. Board Meeting Call to Order:** Meeting called to order at 7:45 a.m. by BID Vice President.
- 2. Approval of Minutes:** MOTION made by Haroldson to approve the December 14, 2021 meeting minutes; second by Miller. MOTION passed unanimously.
- 3. President report:** Nothing new to report.
- 4. Financial report by Cheryl Pfundtner, BID Treasurer**
Statement of operations and balance sheet for December 2021 presented by Pfundtner. MOTION made by Haroldson to approve operations and balance sheet as presented; seconded by McBride. MOTION passed unanimously.
- 5. BID Director Report by Kristyn Smith, BID Director**
March Mania and Bark River Bash planning are well underway. Commercial property listings are continuing to be updated. Looking into possible "adopt a planter" programs for the streetscape program. Annual report will be completed soon, looking to have annual meeting with our BID meeting next month.
- 6. Committee Reports**
Marketing Committee report by Steve Berger
January 7th meeting notes: Presentation of 2022 Hartland Events Flyer, corrections and suggestions made. Discussed strategic planning/communication and revisiting the plan from last year. Tabi and Kristyn are working together to go over last year's strategic planning. Economic Development Committee will also take the lead on getting strategic planning back in motion this year.

Design Committee report by Jim Muenzenberger, Committee Chair

January 7th Meeting notes: Provided renderings of different color schemes for wayfinding signs. MOTION made by Haroldson to approve the sign facelifts in black; seconded by Pfannerstill. MOTION passed unanimously. Provided proposal for 2022 Planters, totaling \$1865, which is already in the budget. Requested that the Village get more power boxes down Cottonwood, Jeff Pfannerstill said he would make the call and work with WE Energies on getting that done. Vaga Properties needs an extension on their sign grant due to awnings being backordered, MOTION made by Muenzenberger to approve 90-day extension; seconded by Miller. MOTION passed unanimously.

Economic Development Committee by Marilyn Haroldson, Committee Chair:

December 1st Meeting notes: Discussed finding alternatives to restart the Education Certificate Grant Program. ED Committee will explore implementing the strategic planning again. Discussion of updating leasing opportunities and property vacancy photos in Spring on the website. No new loan applications.

Executive Committee Report by Steve Berger, BID President:

There was no Executive Committee meeting last month.

State of the Village report presented by Ryan Bailey, Acting Village Administrator:

No recent project approvals for the Village. Storage units for recreational vehicles opening up West of Hartland Service. Quarry project meeting with the Village Board on 2/14.

7. ADJOURNMENT

MOTION by Haroldson to adjourn at 8:31a.m.; seconded by Miller. MOTION passed unanimously.