



**Hartland Business Improvement District  
Board of Director's Meeting Minutes  
Tuesday, April 12, 2022 - 7:30 a.m.  
Hartland Village Hall, 210 Cottonwood Ave, Hartland, WI**

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

Guests present: None

BID Staff present: Kristyn Smith

BID Board Members absent: Cheryl Pfundtner

**Meeting Proceedings**

1. **Board Meeting Call to Order:** Meeting called to order at 7:35 a.m. by BID President.
2. **Approval of Minutes:** MOTION made by Muenzenberger to approve the March 8, 2022 meeting minutes; second by Haroldson. MOTION passed with Pfannerstill abstaining as he did not attend the meeting.
3. **President report:** Announced pregnancy of Kristyn Smith, BID Director and offered congratulations.
4. **Financial report by Steve Berger, BID President**  
Statement of operations and balance sheet for March 2022 presented by Berger. MOTION made by Muenzenberger to approve operations and balance sheet as presented; seconded by Haroldson. MOTION passed unanimously.
5. **BID Director Report by Kristyn Smith, BID Director**  
Requested board input on the annual donation for the Hartland Hometown Celebration. MOTION made by Haroldson to make a \$500 donation; Seconded by McBride. MOTION passed unanimously. Will offer Hometown Celebration float to Ice Age Trail if one is still offered by the Village. Distributed updated call list to board members and requested feedback. Website content and directory has been updated. March Mania event was completed successfully, and Bark River Bash planning is going smoothly.
6. **Committee Reports**  
**Marketing Committee report by Steve Berger**  
April 1<sup>st</sup> meeting notes: Bark River Bash is looking to be completely self-funded, with some additional monies remaining. Requested that a \$300 donation be made to the Kiwanis efforts for

river clean up and the event. MOTION made by Berger to approve a \$300 donation to the Kiwanis after the event expenses are finalized and paid; seconded by McBride. MOTION passed with Muenzenberger abstaining. Kiwanis river cleanup will take place this Saturday. March Mania concluded with 776 entries; participation was up 44.8% from the previous year. Tabi's had the most entries with 250, followed by Gristmill Public House, and Generations Dental. The event concluded within budget. Website is being bid out for a revamp and change in hosting. Hartland Kids Day is the last Wednesday in July, we typically have a booth that is shared with Ice Age Trail. MOTION made by Miller to approve a \$125 sponsored vendor booth for the event; seconded by Muenzenberger. MOTION passed unanimously.

**Design Committee report by Jim Muenzenberger, Committee Chair**

April 1<sup>st</sup> meeting notes: No new grants applications. Village directional signage will display the new logo soon. Working on quotes for the bigger sign and also new Christmas tree lighting.

**Economic Development Committee by Marilyn Haroldson, Committee Chair:**

March 30<sup>th</sup> meeting notes: Committee is working on strategic planning and completed first draft of call list with Smith. Market analysis company will come speak to ED board at next meeting.

**Executive Committee Report:**

There was no Executive Committee meeting last month.

**State of the Village report presented by Jeff Pfannerstill, Village President:**

Village recently had their elections, two board members were re-elected and there is one new board member. Village has sorted out all TIF money outstanding issues and that is now fixed. There will be path lights installed on the trail soon. A new historical sign is going up by First Congregational Church and Hartland will be part of a historical tour over the summer. Kwik Trip purchased the DOT land on 83. The theme for the Hometown Celebration is "shining bright for the world to see".

**7. ADJOURNMENT**

MOTION by Pfannerstill to adjourn at 8:23a.m.; seconded by Haroldson. MOTION passed unanimously.