



**Hartland Business Improvement District
Board of Director's Meeting Minutes
Tuesday, May 10, 2022 - 7:30 a.m.
Hartland Village Hall, 210 Cottonwood Ave, Hartland, WI**

BID Board Members present: Steve Berger, Cheryl Pfundtner, Dr. Jim Muenzenberger, Steve Osterndorf, Tabi McBride, Jeff Pfannerstill

Guests present: Ryan Bailey, Acting Village Administrator, Nick Jensen, Keller-Williams

BID Staff present: Kristyn Smith

BID Board Members absent: Marilyn Haroldson, Elise Miller

Meeting Proceedings

- 1. Board Meeting Call to Order:** Meeting called to order at 7:36 a.m. by BID President.
- 2. Approval of Minutes:** MOTION made by Muenzenberger to approve the April 12, 2022 meeting minutes; second by Osterndorf. MOTION passed unanimously.
- 3. President report:** Introductions to Nick Jensen, potential new board member.
- 4. Financial report by Cheryl Pfundtner, BID Treasurer**
Statement of operations and balance sheet for April 2022 presented by Berger. MOTION made by Muenzenberger to approve operations and balance sheet as presented; seconded by Osterndorf. MOTION passed unanimously.
- 5. BID Director Report by Kristyn Smith, BID Director**
Requested feedback on call list. Will get informational packets together to assist with making calls.
- 6. Committee Reports**
Marketing Committee report by Steve Berger
May 6th meeting notes: Bark River Bash, despite the weather, was still held and a successful event. It was completely self-funded and the additional monies are being calculated for a Kiwanis donation. Website is being bid out for a revamp and change in hosting. Discussion on ways to assist the Hartland Farmer's Market. The committee decided against any marketing co-op grants as they are not constituents but is happy to offer support in the form of social media advertising, calendar mentions, and other non-financial support.

Design Committee report by Jim Muenzenberger, Committee Chair

May 6th meeting notes: No new grant applications. Spring planters are in and hanging baskets along with summer pole banners are going in at the end of the month. Christmas tree quotes have been received and will be reviewed by the committee prior to presentation to the board. Discussion on potential mural on the side of Klink's Karpets.

Economic Development Committee by Kristyn Smith, BID Director:

April 20th meeting notes: Place Dynamics came and presented at the meeting regarding a marketing study for the Village of Hartland. This study would identify where people are shopping, eating, entertaining, and visiting throughout Hartland and also what other municipalities they are visiting instead of keeping money in Hartland. He is preparing a quote and presentation for us that will be brought to the board. The committee anticipates that this information will assist in attracting healthy and vibrant new development to the area and assist existing businesses in growing. There was one new loan application, Little DipperZ.

Executive Committee Report:

There was no Executive Committee meeting last month.

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

The Hartland Inn is down to the studs in construction. They are proposing a restaurant on the first floor and residential on the second floor. There are no new updates on the old Kwik Trip. Kwik Trip purchased the land on W Capitol. Lights are going in at Nixon park. The parade route for Hometown Celebration has been changed, it will now start and end at Hartbrook Park. Robin Luedtke resigned her position as of 5/30. Hometown Celebration is actively seeking donations.

7. ADJOURNMENT

MOTION by Pfannerstill to adjourn at 8:26a.m.; seconded by Osterndorf. MOTION passed unanimously.