



**Hartland Business Improvement District  
Board of Director's Meeting Minutes  
Tuesday, April 9, 2024 - 7:30 a.m.  
Hartland Village Hall, 210 Cottonwood Ave, Hartland, WI**

BID Board Members present: Steve Osterndorf, Nick Jensen, Steve Berger, Jim Muenzenberger, Bob Wisniewski, Kristine Schutte, Tabi McBride, Marilyn Haroldson

Guests present: Ryan Bailey, Village Manager

BID Staff present: Kristyn Smith

BID Board Members absent: Cheryl Pfundtner

**Meeting Proceedings**

- 1. Board Meeting Call to Order:** Meeting called to order at 7:36 a.m. by BID President.
- 2. Approval of Minutes:** MOTION made by Muenzenberger to approve February and March meeting minutes; seconded by Osterndorf. MOTION passed unanimously.
- 3. President report:** No President report.
- 4. Financial report by Steve Berger, BID President**  
Statement of operations and balance sheet not presented. Will provide at next meeting.
- 5. BID Director Report by Kristyn Smith, BID Director**  
Update on new businesses in Hartland – Country Chick Crafts still coming, Stelluca and Mosaic Health now open. Explore Hartland is almost finished with the updates and the community calendar will be available soon. Mini Masters is underway, and Bark River Bash is actively soliciting more vendors. The Downtown maps are being updated in preparation for the Wall that Heals. Director met with potential developers in coordination with the Village to discuss Downtown redevelopment.
- 6. Committee Reports**  
**Marketing Committee report by Steve Berger, Committee Chair**  
April 5 meeting notes: Bark River Bash is experiencing low vendor turnout and may not be completely self-funded this year with the additions. The committee is requesting a budget for the event. MOTION made by Haroldson to approve a \$600 budget for Bark River Bash; seconded by McBride. MOTION passed unanimously. Hartland Mini Masters has started, and businesses are seeing great participation. Discussion on Hartland Kids Day sponsorship and the BID hosting a booth. Schutte, Haroldson, and McBride are willing to volunteer to staff the booth. Marketing committee to come up with marketing plan. MOTION made by Osterndorf to approve up to a \$125 budget for

Hartland Kids Day Sponsorship; seconded by Jensen. MOTION passed unanimously. Downtown maps are being updated. In an effort to save money on printing the marketing committee is looking to expand the use of the QR code and direct people to the website.

**Design Committee report by Jim Muenzenberger**

April 5 meeting notes: Presentation and discussion on sandwich board grant for Center for Well-Being. MOTION made by Osterndorf to approve the \$50 sandwich board grant; seconded by Muenzenberger. MOTION passed unanimously. Presentation and discussion on façade grant for exterior renovations on Cottonwood Properties. MOTION made by Muenzenberger to approve a \$10,000 façade grant; seconded by Schutte. MOTION passed unanimously. Discussion on sculpture project update and potential locations, focusing on the Behrend corner. Discussion on the creation of a community garden and informational kiosk at Klink's Karpets.

**Economic Development Committee by Marilyn Haroldson:**

March 27 meeting notes: There is currently 315k available in the Business Loan Pool. The committee is working on a new education program focusing on social media that will debut in late May or early June. Discussion and overview of presentation made to the committee by Global Tactile, LLC.

**Executive Committee Report by Steve Berger, BID President:**

The Executive Committee did not have a meeting.

**7. State of the Village report presented by Ryan Bailey, Village Manager:**

The Village ED committee met with potential developers regarding downtown redevelopment and how the Village can help. The quarry project was approved. Kwik Trip is scheduled to open on 9/6 and they are doing some road construction and improvements on W Capitol. The senior care/end of life care facility going by LCL will have 120 units. The pickleball courts are almost finished at Nixon Park. The Hometown Celebration is actively seeking donations and sponsors. The Village of Hartland fire department is considering becoming a full-time fire department.

**8. ADJOURNMENT**

MOTION by Jensen to adjourn at 8:30a.m.; seconded by Wisniewski. MOTION passed unanimously.