



**Hartland Business Improvement District
Board of Director's Meeting Minutes
Tuesday, February 8, 2022 - 7:30 a.m.
Hartland Village Hall, 210 Cottonwood Ave, Hartland, WI**

BID Board Members present: Dr. Jim Muenzenberger, Cheryl Pfundtner, Jeff Pfannerstill, Elise Miller, Steve Osterndorf

Guests present: Ryan Bailey, Acting Village Administrator

BID Staff present: Kristyn Smith

BID Board Members absent: Tom Brass, Steve Berger, Marilyn Haroldson

Meeting Proceedings

- 1. Annual Meeting** called to order at 7:43am by Dr. Jim Muenzenberger. Pfundtner gave 2021 year-end reserve balance. Smith provided overview of the Annual Report. Pfundtner pointed out that the bike race was omitted from the report but wanted to note that it was fully funded and did not come from the assessment money. Pfannerstill mentioned exploring additional funding for the BID to account for inflation over time, by either reviewing the assessment fees which have not changed in 15 years, or additional fundraising measures. There were no guests attending the meeting. MOTION by Miller to adjourn at 7:51am; seconded by Pfundtner. MOTION passed unanimously.
- 2. Board Meeting Call to Order:** Meeting called to order at 7:52 a.m. by BID Vice President.
- 3. Approval of Minutes:** MOTION made by Miller to approve the January 18, 2022 meeting minutes; second by Pfannerstill. MOTION passed unanimously.
- 4. President report:** Berger not present.
- 5. Financial report by Cheryl Pfundtner, BID Treasurer**
Statement of operations and balance sheet for January 2022 presented by Pfundtner. MOTION made by Pfannerstill to approve operations and balance sheet as presented; seconded by Osterndorf. MOTION passed unanimously.
- 6. BID Director Report by Kristyn Smith, BID Director**
Strategic Planning and the call list are being reworked. An inventory was taken of what benches are available to be sponsored and those will be available and advertised. March Mania and Bark River Bash have both had positive feedback and participation and event planning is going smoothly.

Updates to commercial properties are almost finished. Events are going up on the website and social media.

7. Committee Reports

Marketing Committee report by Jim Muenzenberger/Elise Miller

February 4th meeting notes: There are fourteen businesses participating in March Mania and marketing materials will be ordered soon. The Bark River Bash event application has been formally submitted and is anticipated to be approved by the Village next week.

Design Committee report by Jim Muenzenberger, Committee Chair

February 4th Meeting notes: No new applications for façade or sign grants. Shared a potential calendar/schedule for streetscape and banner changes. Committee is working with DPW to finalize. Discussion on adding more Christmas lights to tree and omitting ornaments next year as the current ornaments are in rough shape. There was a suggestion made to have color changing lights to highlight events year-round. Committee will investigate pricing. Shared new seasonal banner designs and received positive feedback, will come back to board with pricing. Discussion on ideas to bring in additional seasonal flowers and planters.

Economic Development Committee by Kristyn Smith:

January 26th Meeting notes: The loan program has available funding and no new loan applications. All loans are current. Reviewed strategic planning action plan for businesses attraction and retention from 2021 and 2012. Smith is reworking the business retention calls. A short questionnaire will be put together to assist with retention calls along with hand out pieces to leave with the businesses. Looking towards attraction planning and opportunities in the Hartland/BID area.

Executive Committee Report:

There was no Executive Committee meeting last month.

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

There is a meeting today at the Quarry with the potential developer. They are presenting their design plan next week at the Village Board Meeting. Kwik Trip has been sold but there is no plan for what is going in there at this time.

8. ADJOURNMENT

MOTION by Pfannerstill to adjourn at 8:32a.m.; seconded by Osterndorf. MOTION passed unanimously.