



**Hartland Business Improvement District
Board of Director's Meeting Minutes
Tuesday, April 11, 2023 - 7:30 a.m.
Hartland Village Hall, 210 Cottonwood Ave, Hartland, WI**

BID Board Members present: Dr. Jim Muenzenberger, Steve Osterndorf, Marilyn Haroldson, Nick Jensen, Steve Berger, Tabi McBride

Guests present: Ryan Bailey, Village Administrator, Bob Wisniewski, potential board member

BID Staff present: Kristyn Smith

BID Board Members absent: Cheryl Pfundtner

Meeting Proceedings

- 1. Board Meeting Call to Order:** Meeting called to order at 7:32 a.m. by BID President
- 2. Approval of Minutes:** March minutes will be approved at the next meeting
- 3. President report:** No President report, Berger introduced Bob Wisniewski to the board.
- 4. Financial report by Steve Berger, BID President**

Statement of operations and balance sheet for March 2023 presented by Berger. MOTION made by Haroldson to approve operations and balance sheet as presented; seconded by Muenzenberger. MOTION passed unanimously.
- 5. BID Director Report by Kristyn Smith, BID Director**

The BID Social will take place on April 20th at Tabi's Lake Country. March Mania is complete, and a survey will be sent to participants. The new website is complete and asked board members to check it out and provide feedback.
- 6. Committee Reports**

Marketing Committee report by Steve Berger, Committee Chair
April 7th meeting notes: Committee is actively moving forward with Bark River Bash. March Mania had good participation. Discussion on Hartland Kids Day Sponsorship and allowing the Ice Age Trail to use the BID-sponsored booth. MOTION made by Muenzenberger to sponsor a booth for \$125; seconded by Haroldson. MOTION passed unanimously. Discussion on potential sculpture ideas to help beautify Downtown Hartland and attract photo opportunities.

Design Committee report by Jim Muenzenberger, Committee Chair

April 7th meeting notes: Wayfinding signs will be installed today. Hartland in Bloom program already has submissions. Discussion on what proof is needed to reimburse the applicant. The board determined a site visit and paid invoice is sufficient.

Economic Development Committee by Marilyn Haroldson, Committee Chair:

March 29th meeting notes: ED Committee will present current programs and projects at the BID Social on April 20th. The marketing study is being finalized and will be ready for presentation soon. Focus groups will be held soon after calendars are coordinated and finalized. There is currently one loan in default, Bank Five Nine is dealing with the loan recipient to collect.

Executive Committee Report by Steve Berger, BID President:

The executive committee met and discussed the vision of the BID and where they would like it to go. Discussion on potential new board members to fill the two vacancies.

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

Bailey gave an update on the new Kwik Trip and pit/quarry project. They are completing a traffic study, and everything is still in the preliminary stages. Nixon Park is getting some exciting updates later this year including new pickleball courts. The park will close in fall to get the updates completed. The Hometown Celebration has over 50k raised and will be a great event for the Village. Downtown Hartland hotel project is still in the works but no movement. Road construction will take place downtown in September. Highway 83 will be shut down in 2025.

7. ADJOURNMENT

MOTION by Haroldson to adjourn at 8:21a.m.; seconded by Jensen. MOTION passed unanimously.