



**Hartland Business Improvement District  
Board of Director's Meeting Minutes  
Tuesday, May 9, 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, Cheryl Pfundtner

Guests present: Ryan Bailey, Village Administrator, Bob Wisniewski, potential board member, Michael Stumpf, Place Dynamics, Joe Glomski, Bank Five Nine

BID Staff present: Kristyn Smith

BID Board Members absent:

**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 14, 2023, meeting minutes; seconded by Berger. MOTION passed unanimously. MOTION made by Muenzenberger to approve the April 11, 2023, meeting minutes; seconded by Jensen. MOTION passed unanimously.
- 3. President report:** No President report, Berger introduced Bob Wisniewski, Michael Stumpf, and Joe Glomski to the board.
- 4. Financial report by Steve Berger, BID President**  
Statement of operations and balance sheet for April 2023 presented by Pfundtner. 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**  
Distributed March Mania participant survey and discussion. The Bark River Bash vendor event was successful and well-attended. Met with John Ford of the new quarry project and discussion on BID support for the project. Set up a meeting with Arrowhead later this month to collaborate on potential sculpture ideas.
- 6. Committee Reports**  
**Marketing Committee report by Steve Berger, Committee Chair**  
May 5<sup>th</sup> meeting notes: Bark River Bash was a successful event this year with 41 kayaks, 850 ducks, and great community support and turn out. Committee is looking into updating the

explorehartland.com website and making it more of a tourism landing page. The committee is also still exploring sculpture ideas and options.

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

May 5<sup>th</sup> meeting notes: Distributed sign grant for Avalon Graphics for review. MOTION was made by Muenzenberger to approve the sign grant in the amount of \$250; seconded by Haroldson. MOTION passed unanimously. Update on Hartland in Bloom: \$3,571.50 in funds remaining. The BID Director will forward the old Zimmerman Study to the board for review. The design committee wants to revisit many of these principles to ensure our Downtown is cohesive and aesthetically pleasing.

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

The BID Social took the place of the regular ED meeting. Discussion and feedback on BID Social event. It was nice to see some new faces there.

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

The Executive Committee did not have a meeting.

**Marketing Study Analysis presented by Michael Stumpf, Place Dynamics:**

Presentation of the marketing study for Hartland. Discussion of attractiveness and dynamics within our Village, and strengths, weaknesses, and opportunities. Study will be made available after presentation to the Village Board.

**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 meeting with the planning commission on 6/5. The Village had property values reviewed and adjusted to reflect current market values. On average, properties went up almost 32% across the Village of Hartland. The Hartland Inn is aiming for a September completion date. The Village is creating a hotel ordinance. Cottonwood will be paved in the fall. The board would like to explore lighting options to piggyback with the road construction.

**7. ADJOURNMENT**

MOTION by Haroldson to adjourn at 9:04a.m.; seconded by Jensen. MOTION passed unanimously.