



**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:

BID Staff present: Kristyn Smith

BID Board Members absent: Bob Wisniewski

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 May 9, 2023, meeting minutes; seconded by Berger. MOTION passed unanimously.
- 3. President report:** No President report.
- 4. Financial report by Cheryl Pfundtner, BID Treasurer**
Statement of operations and balance sheet for May 2023 presented by Pfundtner. MOTION made by Muenzenberger to approve operations and balance sheet as presented; seconded by Jensen. MOTION passed unanimously.
- 5. BID Director Report by Kristyn Smith, BID Director**
Focus Groups were held last week and feedback will be discussed later in this meeting. Hartland Lights preparation and planning is already underway and a special event permit will be submitted to the Village this week requesting a street closure. There is currently \$1669 left in the Hartland in Bloom fund. Décor Adore has closed.
- 6. Committee Reports**
Marketing Committee report by Steve Berger, Committee Chair
June 2nd meeting notes: Event application for Hartland Lights presented by Berger. Hartland Lights is going to be expanded this year to include a professionally decorated tree, multiple choirs, a shuttle, more constituent involvement and a character meet and greet. The marketing committee is requesting a budget of \$4000 for the event. MOTION made by Muenzenberger to approve a \$4000 event budget for Hartland Lights; seconded by McBride. MOTION passed unanimously. Haroldson

mentioned that in the future action items with budgets this large should be called out specifically on the meeting agenda. Berger and Smith met with Anthony Christian from Arrowhead to discuss the sculpture project. There is more planning and work to be done on the project and Berger will report out new information and ideas as they become available.

Design Committee report by Jim Muenzenberger, Committee Chair

June 2nd meeting notes: Continued discussion on the sculpture project and potential design ideas for it. We would like to incorporate Hartland History if possible. Different ideas have been discussed such as using a stag, heart, ice age trail critters, and more ideas to come. The design committee intends to give some guidance to the AHS students and have them take it from there and present ideas to the board.

Economic Development Committee by Marilyn Haroldson, Committee Chair:

The focus groups took the place of the regular ED meeting. Discussion and feedback on focus groups. There were 22 participants invited, 12 RSVP'd yes, and 7 ended up attending. Haroldson shared notes from the meeting and expressed that the BID needs to be diligent about making sure that our communication is effective and frequent with our constituents. Feedback will be compiled and relayed to the Village. The marketing study will be going to be printed and distributed.

Executive Committee Report by Steve Berger, BID President:

The Executive Committee did not have a meeting.

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

Bailey was unable to attend the meeting but did make an appearance to let us know there is nothing new to report out. Berger reported that the building next to Beer Snobs will no longer be renovated as it was cost-prohibitive for the tenant to do so. The Village is making a substantial investment in park improvements this year. The Hartland Inn is progressing and is going to focus on wood fired pizzas, seafood, and pasta dishes. Pepinos has permanently closed, and Falbo brothers is temporarily closed. Discussion of the Zimmerman report and the UWM Urban Planning work that was done for the corner. BID Board/Village should revisit those plans.

7. ADJOURNMENT

MOTION by Haroldson to adjourn at 8:46a.m.; seconded by Jensen. MOTION passed unanimously.