



**Hartland Business Improvement District
Board of Director's Meeting Minutes
Tuesday, May 14, 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, Cheryl Pfundtner

Guests present: Ryan Bailey, Village Manager

BID Staff present: Kristyn Smith

BID Board Members absent:

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 Osterndorf to approve April meeting minutes; seconded by Muenzenberger. MOTION passed unanimously.
- 3. President report:** No President report.
- 4. Financial report by Cheryl Pfundtner, BID Treasurer**
Statement of operations and balance sheet for March and April 2024 presented by Pfundtner.
MOTION made by Muenzenberger to approve operations and balance sheet as presented; seconded by Haroldson. MOTION passed unanimously.
- 5. Approval of 2024 Operating Plan:** Presentation of 2024 Operating Plan. Correction made to spelling of Osterndorf's name on cover sheet. MOTION made by Haroldson to adopt operating plan; seconded by Jensen. MOTION passed unanimously.
- 6. BID Director Report by Kristyn Smith, BID Director**
Update on new businesses in Hartland – Lorraine's Legacy and S3 Deli are scheduled to open in June. Redwood Financial Strategies purchased 249 Pawling. There is a new accounting office on Cottonwood. Explore Hartland is experiencing technical difficulties with the community calendar that we are actively trying to resolve. Mini Masters was a success with 59 entries completing 9 or more holes, and all participating businesses saying they would participate again next year. Website vacancies have been updated. Hartland in Bloom has received and processed 4 grants so far, \$4,160.75 remains in the fund balance. Director is getting quotes for décor for under the Christmas tree for Hartland Lights. The Downtown maps are being finished in preparation for the Wall that

Heals. MOTION made by Haroldson to approve a \$1,000 budget for printing costs associated with the updated map; seconded by McBride. MOTION passed unanimously.

7. Committee Reports

Marketing Committee report by Steve Berger, Committee Chair

May 3 meeting notes: Bark River Bash was a success with beautiful weather, 65 kayaks, and Kiwanis sold out of ducks. All monies were donated to the kids area of the Hartland Library. The Hartland Mini Masters was a successful event that will be brought back next year. For Hartland Kids Day the committee decided to combine our booth with the Ice Age Trail. Hartland Lights preparation is underway. Discussion on maps and kiosks, the committee will look into these further and present to the board at a later time.

Design Committee report by Jim Muenzenberger, Committee Chair

May 3 meeting notes: Hartland in Bloom funds update same as above. Arrowhead is finishing up the fabrication of the sculpture. The hope is to debut it at the Hometown Celebration Parade.

Economic Development Committee by Marilyn Haroldson, Committee Chair:

April 24 meeting notes: There is currently 315k available in the Business Loan Pool with one loan closing today. The committee is working on a new education program focusing on social media that will be held on June 18th.

Executive Committee Report by Steve Berger, BID President:

The Executive Committee did not have a meeting.

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

Kwik Trip is opening on 9/6. The Village signed planning documents with the Quarry project and that is moving forward with an approximate two year timeline to completion. Hammer Property is creating a small subdivision. Gale Farm filed their annexation request with Hartland and plans to develop in phases. First coffee and ice cream, then pizza, a milking parlor, and finally shopping and retail. Dave Felkner retired and Tom is the new DPW director. Park improvements continue at Nixon Park.

9. ADJOURNMENT

MOTION by Osterndorf to adjourn at 8:14a.m.; seconded by Wisniewski. MOTION passed unanimously.