



**Hartland Business Improvement District
Board of Director's Meeting Minutes
Tuesday, June 11, 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, Tabi McBride, Marilyn Haroldson

Guests present: Ryan Bailey, Village Manager

BID Staff present: Kristyn Smith

BID Board Members absent: Cheryl Pfundtner, Kristine Schutte, Bob Wisniewski

Meeting Proceedings

- 1. Board Meeting Call to Order:** Meeting called to order at 7:34 a.m. by BID President.
- 2. Approval of Minutes:** MOTION made by Jensen to approve May meeting minutes; seconded by Osterndorf. MOTION passed unanimously.
- 3. President report:** No President report.
- 4. Financial report by Steve Berger, BID President**
Statement of operations and balance sheet for May 2024 presented by Berger. MOTION made by Muenzenberger to approve operations and balance sheet as presented; seconded by Haroldson. MOTION passed unanimously.
- 5. BID Director Report by Kristyn Smith, BID Director**
Update on new businesses in Hartland – Lorraine's Legacy is open, S3 Deli, Art of Life Photography, and Wisconsin Dance Theater Conservatory are scheduled to open in June. Hartland in Bloom has \$3,597.96 remaining in the fund balance. The Downtown maps finished and in the kiosks. The "Hartland" sculpture will be using the BID's spot in the Hometown Celebration Parade. Flower baskets are up, and we are working with the DPW on a watering schedule. There is a social media educational program being held on 6/18 for BID members and all board members are encouraged to attend.
- 6. Committee Reports**
Marketing Committee report by Steve Berger, Committee Chair
Distributed a QR code sign that will be printed and strategically placed around Downtown Hartland to direct people to the map of the downtown businesses. Review and discussion of event sponsorship application for Hartland Lights. MOTION made by McBride to approve the \$4000

budget for Hartland Lights; seconded by Muenzenberger. MOTION passed unanimously. Discussion on potential informational kiosk by Klink's and possible concerns and site limitations. Director to discuss with property owner and research options. The sculpture is constructed and completed but went \$1300 over the anticipated budget. MOTION made by Haroldson to approve \$7300 from our reserves to pay for the sculpture; seconded by Jensen. MOTION passed unanimously.

Design Committee report by Jim Muenzenberger, Committee Chair

June 7 meeting notes: Hartland in Bloom funds update same as above. Review and discussion on façade grant from Redwood Station LLC. MOTION made by Jensen to approve the \$310 façade grant, seconded by Osterndorf. MOTION passed unanimously. Review and discussion of façade grant from Arkad Group. MOTION made by Jensen to approve the \$2,556.54 façade grant; seconded by Osterndorf. Muenzenberger abstained due to conflict of interest. MOTION passed. Review and discussion on sign grant from S3 Deli, LLC. Discussion on exterior sign nuances. MOTION made by Haroldson to accept the grant as presented in the amount of \$738.50; seconded by McBride. MOTION passed unanimously.

Economic Development Committee by Marilyn Haroldson, Committee Chair:

May 29 meeting notes: There is currently approximately 254k available in the Business Loan Pool. The committee is hosting a new education program focusing on social media that will be held on June 18th. The committee is actively working on recruiting more members and ways to attract new businesses to our community.

Executive Committee Report by Steve Berger, BID President:

The Executive Committee did not have a meeting.

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

The Wall That Heals was the best attended one they have had to date in Hartland. Gideon Farms is headed to the plan commission for phase I which includes an ice cream parlor and coffee shop. Estimated timeline for approval is September. The senior housing by Lake Country Lutheran consists of 120 units and will be coming to the board in July. Kwik Trip is progressing and still on schedule for September. The DPW is trying to stay on top of the flowers but is still seeking more summer help. The Hartland Inn opening is delayed, and we are looking at fall now. Residents have been concerned about the volume and frequency of the church bells at St. Charles.

8. ADJOURNMENT

MOTION by McBride to adjourn at 8:27a.m.; seconded by Jensen. MOTION passed unanimously.