



**Hartland Business Improvement District  
Board of Director's Meeting Minutes  
Tuesday, August 13, 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, Marilyn Haroldson, Cheryl Pfundtner, Kristine Schutte, Bob Wisniewski

Guests present: None

BID Staff present: Kristyn Smith

BID Board Members absent: Tabi McBride

**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 Haroldson to approve July 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 July 2024 presented by Berger. MOTION made by Muenzenberger to approve operations and balance sheet as presented; seconded by Haroldson. MOTION passed unanimously. Presentation of preliminary 2025 budget. Board will review and finalize next month.
- 5. BID Director Report by Kristyn Smith, BID Director**

Discussion on drone show for Hartland Lights, budget and potential sponsors. Still searching for under tree décor that is fitting for the event. The options presented by Traditions were very pricey. We have officially opened more loans this year since the program inception. The Hartland in Bloom grant remains stagnant, discussion on ideas for utilizing the pop up grant money next year. Director has been meeting with the Village and potential developers.
- 6. Committee Reports**

**Marketing Committee report by Steve Berger, Committee Chair**  
August 2 meeting notes: The QR code signs have been printed, both the sidewalk signs and the window signs. Some were already distributed and more will be distributed in the future. Presentation of tree lighting renewal. MOTION made by Osterndorf to approve the tree lighting renewal through Traditions Lighting in the amount of \$2,632.19; seconded by Muenzenberger.

MOTION passed unanimously. Discussion on sculpture location. Berger and Director to meet with the Village and the Rotary for further discussion.

**Design Committee report by Steve Berger, Committee Member**

August 2 meeting notes: Hartland in bloom funds remain. Director is working on a potential holiday planter program to use the rest of the funds. Committee discussed the sculpture location, tree renewal, and budget. The façade grant program is going to be evaluated and updated.

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

The business loan pool is having a very successful year and everyone is up to date on payments. Another education program will be coming soon. The committee discussed working with the Village on developing a set of standards for potential developers to streamline and simplify the process, attracting new development downtown.

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

The Executive Committee did not have a meeting.

**7. State of the Village report presented by Kristyn Smith, BID Director:**

No state of the Village report.

**8. ADJOURNMENT**

MOTION by Haroldson to adjourn at 8:19a.m.; seconded by Jensen. MOTION passed unanimously.