



**Hartland Business Improvement District  
Board of Director's Meeting Minutes  
Tuesday, September 10, 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, Kristine Schutte, Bob Wisniewski, Tabi McBride

Guests present: None

BID Staff present: Kristyn Smith

BID Board Members absent: Cheryl Pfundtner

**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 Muenzenberger to approve August 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 August 2024 not available for this meeting. MOTION made by Muenzenberger to postpone reviewing the operations and balance sheet until the next month; seconded by Haroldson. MOTION passed unanimously. Presentation of preliminary 2025 budget. Executive committee to meet and discuss administrative costs. Budget approval will be finalized at the next meeting.
- 5. BID Director Report by Kristyn Smith, BID Director**

BID Director and Village Manager sat in on a webinar by the WEDC for a small business development grant. Director to work with Village on completing application. Discussion on sculpture and location sites. The BID received a \$5000 donation towards the drone show for Hartland Lights. A newsletter was just sent out last week. There is a new business in the former Lombard photography building, Tia Hoffmann, a bridal concierge and makeup company.
- 6. Committee Reports**

**Marketing and Design Committee reports by Jim Muenzenberger, Committee Member/Chair**  
September 6 meeting notes: Discussion and presentation of two variations of décor for underneath the tree. An informal vote was taken, and the majority of the board preferred the prismatic option. Director to order. The Ice Age Trail is replacing the boardwalks at the Hartland Marsh. It is also the

anniversary of Hartland being the first Ice Age Trail Community. Director is working with the Ice Age Trail Alliance on potential fundraising opportunities. Bark River Bash may be an opportunity to celebrate with a ribbon cutting. The Kiwanis and Library are hosting Pumpkin Party in the Park and looking for local businesses to sponsor or create Halloween displays. Discussion of sculpture sites, Osterndorf to speak with his corporate office regarding putting it on his property. Hartland in Bloom has no new applications. Discussion on using remaining funds (\$3,425.67) to put towards the drone show if needed. The total cost of the drone show is \$10,000 and the Director is working to pay for the entirety of it with donations, but the committee is requesting that the BID make up any remaining funds owed after all donations have been received. MOTION made by Wisniewski to approve funding the drone show up to \$5,000 if needed with using the Hartland in Bloom funds first; seconded by McBride. MOTION passed unanimously.

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

The Economic Development Committee did not have a meeting.

**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:**

Kwik Trip opens on Thursday, and they are hosting their ribbon cutting ceremony on September 24<sup>th</sup>. Village is starting the budget planning meetings. Quarry is closing on their loan tomorrow and will begin site prep immediately. Arrowhead High School is hosting an open house for taxpayers to learn more about the referendums on September 25<sup>th</sup> from 4:30-8:30pm. The Village is actively working on making a determination on whether to renovate Village Hall or relocate.

**8. ADJOURNMENT**

MOTION by Osterndorf to adjourn at 8:23a.m.; seconded by Wisniewski. MOTION passed unanimously.