



**Hartland Business Improvement District
Board of Director's Meeting Minutes
Tuesday, August 8, 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 7:36 a.m. by BID President
- 2. Approval of Minutes:** MOTION made by Muenzenberger to approve the July 11, 2023, meeting minutes; seconded by Haroldson. MOTION passed unanimously.
- 3. President report:** No President report.
- 4. Financial report by Cheryl Pfundtner, BID Treasurer**
Statement of operations and balance sheet for July 2023 presented by Pfundtner. MOTION made by Haroldson to approve operations and balance sheet as presented; seconded by McBride. MOTION passed unanimously. 2024 Budget to be discussed during committee reports.
- 5. BID Director Report by Kristyn Smith, BID Director**
There is currently \$1400.64 left in the Hartland in Bloom fund. Recap and discussion on WEDC conference. The Sculpture project is moving forward, handed out guidelines provided by Arrowhead for discussion. Hometown Pharmacy moved down the street to 139 E Capitol. Requested to purchase a new printer for the BID office. MOTION made by Muenzenberger to approve a \$750 expenditure for a new printer; seconded by Berger. MOTION passed unanimously.
- 6. Committee Reports**
Marketing Committee report by Steve Berger, Committee Chair
August 4 meeting notes: Discussion on 2024 budget. The committee would like to move district advertising funds to events for a total of \$2000 in district advertising and \$6000 for events. Requested an increase on the website/maintenance and hosting for the new community calendar. Explore Hartland website is being redone. MOTION made by Pfundtner to approve a \$500 budget

for the new website design of explorehartland.com; seconded by Muenzenberger. MOTION passed unanimously. Hartland Lights is requesting a road closure, discussion on where road closure should end. Osterndorf volunteered the US Bank parking lot as a potential turnaround spot and the committee will bring that to the Village Board. Discussion on sculpture project and costs associated with it for next years' budget. The total estimated cost with installation is \$6000. Arrowhead is holding a contest for the best design and suggested a cash prize. MOTION made by Berger to approve a \$500 cash prize; seconded by Pfundtner. MOTION passed unanimously. Discussion on partnership with Arrowhead High School Technology and Engineering. This is a 5-year commitment to the high school with the intention of creating a working relationship with the department and creating a pathway for skilled employees to stay in their hometown. MOTION made by Muenzenberger to approve a \$3000 total sponsorship over the five-year period; seconded by Haroldson. MOTION passed unanimously.

7. Design Committee report by Jim Muenzenberger, Committee Chair

August 4 meeting notes: Presentation and discussion on façade grant application from the Flower Garden. MOTION made by Haroldson to approve a \$2,250 grant; seconded by McBride. MOTION passed unanimously. Discussion of 2024 budget. Committee would like to have a \$5000 line item for “pop up” grants like the Hartland in Bloom program. Streetscaping will also have a large expenditure with new anchor signs next year. Discussion of Hartland Lights and the Christmas tree lighting. The estimate to have the tree professionally decorated is \$2,632. MOTION made by Muenzenberger to approve the Christmas tree proposal; seconded by Pfundtner. MOTION passed unanimously.

8. Economic Development Committee by Marilyn Haroldson, Committee Chair:

August 2 meeting notes: Discussion on 2024 budget. The committee is requesting a line item of \$1000 as they currently do not have a dedicated budget. This money will be used for education programs, certificates, meetings, etc. Discussion on the marketing study, the maps have been swapped and it will be sent to print soon. National Night Out was a great event for the community. The hotel project is still moving forward.

9. Executive Committee Report by Steve Berger, BID President:

The Executive Committee did not have a meeting.

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

No State of the Village report, Ryan Bailey not in attendance today.

11. ADJOURNMENT

MOTION by Pfundtner to adjourn at 8:54a.m.; seconded by Muenzenberger. MOTION passed unanimously.