



**Hartland Business Improvement District  
Board of Director's Meeting Minutes  
Tuesday, November 14, 2023 - 7:00 a.m.  
Hartland Public Library, 110 E Park Ave, Hartland, WI**

BID Board Members present: Steve Osterndorf, Nick Jensen, Steve Berger, Tabi McBride, Marilyn Haroldson, Jim Muenzenberger, Bob Wisniewski

Guests present: Ryan Bailey, Village Manager

BID Staff present: Kristyn Smith

BID Board Members absent: Cheryl Pfundtner

**Meeting Proceedings**

- 1. Board Meeting Call to Order:** Meeting called to order at 7:08 a.m. by BID President
- 2. Approval of Minutes:** MOTION made by Muenzenberger to approve the October 10, 2023, 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 October 2023 presented by Berger. MOTION made by Jensen to approve operations and balance sheet as presented; seconded by Wisniewski. MOTION passed unanimously. 2024 Budget was approved by the Village Board last night.
- 5. BID Director Report by Kristyn Smith, BID Director**  
No BID Director report.
- 6. Committee Reports**
  - Marketing Committee report by Steve Berger, Committee Chair**  
November 3 meeting notes: Discussion on Hartland Lights. Thank you to US Bank for sponsoring. Presentation of window cling encouraging people to shop local/shop small. MOTION made by Haroldson to approve a \$500 budget for the window clings; seconded by McBride. MOTION passed unanimously. Discussion on sculpture project.
  - Design Committee report by Jim Muenzenberger**  
November 3 meeting notes: Hartland in Bloom recap – just under \$1400 of the fund remained. Grant was a successful launch and we will be trying something similar again next year. Discussion on

flower baskets and watering. Committee would like to keep the hanging baskets and is requesting that the Village offset the watering by reducing their façade grant match. Ultimately this will need to be approved by the Village Board. Discussion on switching the brackets to the street side for greater visibility. This option will be explored with the DPW. Snowflakes are going up 11/27 or 11/28.

**Economic Development Committee by Marilyn Haroldson:**

November 1 meeting notes: The ED committee will host a presentation of the marketing study after the meeting today. Provided loan pool update. Discussion on expanding BID boundaries.

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

The Executive Committee had a closed meeting.

**7. Board Candidates – Recommendation to the Village Board for 2023 – Action:**

McBride and Muenzenberger would like to renew their terms. Pfundtner is still TBD. Berger to follow up with Pfundtner.

**8. Sculpture project discussion/action:**

The board favored the “heart” theme and thinks it would be the most amount of people to visit and be the greatest benefit to our constituents. The board also liked the Ice Age themed sculptures and would also like to see those added as the project progresses. Discussion on new location.

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

The quarry project is moving forward as well as the Kwik Trip which was approved on 11/27.

Hartland Inn is planning to open 3/1. Lake Country Playhouse is looking to expand and checking out two potential sites.

**10. ADJOURNMENT**

MOTION by Osterndorf to adjourn at 7:56a.m.; seconded by Haroldson. MOTION passed unanimously.