



**Hartland Business Improvement District
Board of Director's Meeting Minutes
Tuesday, December 12, 2023 - 7:30 a.m.
Hartland Village Hall, 210 Cottonwood Ave, Hartland, WI**

BID Board Members present: Nick Jensen, Steve Berger, Marilyn Haroldson, Bob Wisniewski, Kristine Schutte

Guests present: Ryan Bailey, Village Manager

BID Staff present: Kristyn Smith

BID Board Members absent: Cheryl Pfundtner, Steve Osterndorf, Jim Muenzenberger, Tabi McBride

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 Wisniewski to approve the November 14, 2023, meeting minutes; seconded by Jensen. MOTION passed unanimously.
- 3. President report:** No President report.
- 4. Financial report by Steve Berger, BID President**

Statement of operations and balance sheet for November 2023 presented by Berger. MOTION made by Haroldson to approve operations and balance sheet as presented; seconded by Wisniewski. MOTION passed unanimously.
- 5. BID Director Report by Kristyn Smith, BID Director**

Hartland Lights was a success and the businesses seemed very happy with the turnout. Placer AI data showed an influx of about 2000 additional people to the area last year. Discussion on Placer AI and its costs and benefits. Director met with Elaine of Positively Pewaukee to discuss some potential consulting for the BID. The annual report will be available next month.
- 6. Committee Reports**

Marketing Committee report by Steve Berger, Committee Chair
December 1 meeting notes: Recap on Hartland Lights. Discussion on sculpture project. We are proceeding with the H"heart"LD design. Window cling decal is complete and will be distributed as time permits. The committee plans to change our spring promotion from March Mania to something else. BID Director and Tabi will collaborate on ideas. The Bark River Bash will take place on May 4th, 2024. Discussion on the Ice Age Trail and our support and role in tying it into our community.

Design Committee report by Steve Berger

December 1 meeting notes: Hartland in Bloom recap – one more grant came through and now the program is closed. Discussion on sculpture project. The design committee wants to make sure that we are available to the Village to be present for discussions on the “master plan” for landscaping, roadwork, etc. so we can get our ideas on the table as well. Discussion on making large sandwich boards with the event calendars. BID Director to research sandwich board sign requirements.

Economic Development Committee by Marilyn Haroldson:

December 6 meeting notes: Provided loan pool update. Debrief of education program, BID Director to send out survey. More educational events to be planned and held in the future.

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 on behalf of Ryan Bailey, Village Manager:

The Bark River Bash was approved by the Village Board. The Village Board approved new terms for Muenzenberger, McBride, and Pfundtner. The discussion on moving funds from façade to watering was tabled and the Village Board is requesting that the BID attend the next board meeting in person to discuss. Discussion on holiday decorations and a new tree for the tree lighting.

8. ADJOURNMENT

MOTION by Haroldson to adjourn at 8:27a.m.; seconded by Wisniewski. MOTION passed unanimously.