

**Village of Wauwatosa Business Improvement District**

Board of Directors Meeting, Thursday April 3, 2014 7:30 am BID Office

Directors in Attendance: Fredrickson, Schuler, McCarthy, Leffler, Phelan, Robison, Burg, Rowbottom, Roznowski, Maciejewski

Not in Attendance: Veth, Phelan, Kuesel, Ross

Additional : Executive Director - Jim Plaisted Marketing Coordinator - Meg Miller

Guests:

Issue/Topic	Discussion	Outcome/Decision/Assignment
Call Meeting to Order		
Approval of Agenda and Minutes		Robison motioned to approve March minutes/Rowbottom seconds. Minutes approved. Burg motioned to approve agenda/Rowbottom seconds. Agenda approved.
Treasurers Report	April 2, 2014 Balance Sheet presented. Transaction Detail by account from March 7 to April 3, 2014 provided. Rent increase submitted to board for review. Rent is currently \$345.00 a request submitted by landlord to increase monthly payments to \$375.00	Balance Sheet and Transaction Detail presented by Schuler. Rowbottom motioned to approve rent increase request/Schuler seconds. Motion approved. Roznowski motions to accept financials as presented/Burg seconds. Motion approved.
Marketing	<p><b>Web</b> - Miller has met with the desinger and techs. They are currently reviewing the history of what is in place and moving forward with discovery meetings. The goal is to have the website completed within 2 months.</p> <p><b>Diva Night</b> - Miller recapped the spring 2014 Diva Night activities. Approximately 100 people came out and participated in the end of night event. Each shopper had an estimate of 2 to 3 punches per card. Overall the event went well.</p>	
Director Updates	<p><b>Wayfinding</b> - City of Wauwatosa has contracted with fd2s. <b>Annual Meeting</b> - Approximately 50 people attended. Need to get back to have directors calls business owners and property owners to insure a higher attendance for future years.</p> <p><b>Landscaping</b> - Green Team Landscapers will be presenting a quote for the Root Common area, Pedestrian Crossing, and Hart Mills area. Suggesting to approach farmers market to help with the cost.</p> <p><b>Village Green</b> - will not be hosted this year.</p> <p><b>Bavarian Bollards</b> - will be located on south side of curb where planters existed prior. Taking into consideration the bollards not imposing on walkways.</p> <p><b>New Board Member</b> - Welcome Matt Lorbecki from Bavaria as new BID Board Member.</p>	
Adjournment & items for next meeting	Meeting adjourned at 8:18 am	Rowbottom motioned, Fredrickson seconded. Approved.