

Village of Wauwatosa Business Improvement District

Board of Directors Meeting, Thursday December 5, 2013 7:30 am BID Office

Directors in Attendance: Veth, Plaisted, McCarthy, Kuesel, Leffler, Phelan, Robison, Fredrickson, Roznowski, Goggin, Schuler, Ross

Not in Attendance: Maciejewski, Rowbottom, Burg

Guests:

| Issue/Topic | Discussion | Outcome/Decision/Assignment |
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| Call Meeting to Order | | |
| Approval of Agenda and Minutes | | Goggin motioned to approve agenda/Fredrickson seconded. Agenda approved. Schuler motioned to approve minutes/Ross seconded. Minutes approved. |
| Treasurers Report | December 5, 2013 Balance Sheet presented. Invoice for EarthCare of \$3828.00 was paid from Aesthetics line item | Presented by Goggin |
| Marketing | <p>Holiday Boarding Pass - feedback has been positive from area businesses. They have like the way the event was advertised over a longer duration. Initial feedback from businesses was they needed more communication leading up to the event. Confusion as to when item kicked off and marketing material. The Marketing Committee will circle back with businesses after the event for more feedback.</p> <p>Holiday Magic - begins at 6:00 pm on Friday December 6th. McKinely Choir, Sophia's Heart, 2 Horse Drawn Carriage's and many other activites scheduled for the night.</p> <p align="right">Marketing Coordinator - RFQ presented to board for approval.</p> | Phelan motioned to approve the scope of the RFQ less the scheduling deadlines, may need more time to allow for submissions due to the holidays. Robison seconded. Motion approved. |
| Director Updates | <p>Wayfinding Meeting - All meetings went well. The next steps will be scope of the project to be completed by Curtis. BID next step will be to get construction drawing ready for presentation of BID and City. City will fund the drawings.</p> <p align="right">Robertson's Ace Hardwarde has been leased by Boutique Blue which is scheduled to open in January.</p> <p align="right">Menomonee River Address - BID proposing to the City to change the street name east of Harmonee from current street name "Menomonee River" to "State Street". This change will effect both the Riverow Building and Robertsons 2 tenants.</p> | |
| Adjournment & items for next meeting | Meeting adjourned at 8:20 am | Phelan motioned, Goggin seconded. Approved. |