

Village of Wauwatosa Business Improvement District

Board of Directors Meeting, Thursday December 6, 2012 7:30 am BID Office

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

Not in Attendance: Kuesel, Ross

Guests: Matthew Schreiber - City of Wauwatosa, Blair Williams - Wired Properties, Anne Kahl - WaterStone Bank, Ald. Brian Ewerdt

Issue/Topic	Discussion	Outcome/Decision/Assignment
Call Meeting to Order	Leffler called meeting to order at 7:30 am	Rowbottom moved, Goggin seconded to approve. Motion approved.
Approval of Agenda and Minutes		Rowbottom moved, Goggin seconded to approve agenda and minutes. Motion approved.
Treasurers Report	End of Year Profit Report and Balance Sheet presented by Gordon Goggin. Assessment checks were received and deposited on February 5th.	Robison moved to accept the Profit Report and Balance Sheet as presented, Fredrickson seconded to approve. Motion approved.
Marketing	Anne Kahl presented the BID Marketing Plan. An email will be sent to all board members with the calendar of events. Kahl reported the Village has 4 main events each year all which are self funding events. E-newsletters will be sent 2 times per month which will profile different businesses within the BID area. 2013 media plan will include online, print, and radio advertising. In the past most of the BIDs advertising dollars were spend on print ads for the 4 main events. In 2013, more focus will be on spreading out print advertising throughout the year. Kahl would like to do more radio advertising however it is very expensive and not within our marketing budget dollars at this time.	
Wayfinding	Plaisted presented the "Request For Proposals/Qualifications Wayfinding Signage Program" to the board. We will not need to go through the city RFP process due to the BID paying for the consulting fees. Plaisted requested the board to review the document and make any recommendations for change by February 13th. Plaisted would like to release the RFP Prior to our next board meeting, the goal is to have a consulting firm contracted by April 1, 2013. RFP will be posted publicly with a due date from the consulting firms of March 15, 2013. Once we are ready to move to the building phase we will need to go through the City of Wauwatosa since Wayfinding funding will be part of the BID \$500k with City.	Any suggestions for change to the Request for Proposals/Qualifications please communicate with Jim ASAP.
BID Director Update	Introduction of Matt Schreiber from the City of Wauwatosa. He is available for interested parties to discuss small business projects which may be looking for financial support from the City.	
Presentation of proposal for remnant fire station parcel by Sean Phelan of Phelan Development and Blair Williams of Wired Properties.	Phelan Development and Wire Properties have been selected as the preferred developers by the CDA for development of the remnant fire station parcel in the Village of Wauwatosa. Their proposal considered the village plan and needs of the village to keep the momentum of village expansion. The proposal consists of mixed use retail, housing, and parking. Neighborhood character is considered when selecting materials for use. Street scaping would also be a consideration for the project. Original proposal is a 4 story building. A revision to the original plan would set the 4 story back from the building. From a street level perspective the building would only look to be 3 stories tall. There was a public meeting at City Hall in which a strong neighbor turnout was recorded. Many neighbors are concerned about the massing, height, and density of the proposal. CDA directed Phelan and Williams to consider a reduction in height and close a gap of the financial funding. Phelan and Williams reported if the go down to a 3 story building it will actually increase the financial gap by estimates of 400k (from 1.4 million - 4 story to 1.8 million - 3 story) A 4 story, mixed use property would bring in approximately \$160k in property taxes vs. the \$4,500 in taxes received on the property as it is now. In addition the height would be scaled at 52' from the Underwood Building, making the backside of the building approximately 47'.	
	Phelan and Williams removed themselves from the meeting	
	Discussion for BID to send a letter to CDA by their next meeting on February 14, 2013.	Schuler motioned that Plaisted draft a letter to the CDA with the BID's support of the Village Plan highlighting the needs of retail, housing, and additional parking within BID development. Burg seconds motion. Motion approved. Roznowski votes present. Phelan absent from vote.
Adjournment & items for next meeting		Veth motions to adjourn, Rowbottom seconds. Meeting adjourned at 9:30 am.