

**Village of Wauwatosa Business Improvement District**

Board of Directors Meeting, Thursday June 5, 2014 7:30 am Café Hollander

Directors in Attendance: Veth, McCarthy, Leffler, Phelan, Robison, Burg, Rowbottom, Roznowski, Maciejewski, Fredrickson, Schuler, Kuesel, Ross, Boomer, Lorbiecki

Not in Attendance:

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

| Issue/Topic                          | Discussion  | Outcome/Decision/Assignment  |
|--------------------------------------|---|--|
| Call Meeting to Order                |   |  |
| Approval of Agenda and Minutes       |   | Rowbottom motioned to approve agenda, Fredrickson second. Agenda approved. Robison motioned to approve May minutes noting to add Roznowski to excused list from May meeting/Veth seconded. Minutes approved.   |
| Treasurers Report                    | June 4, 2014 Balance Sheet presented. Account transaction detail from May 2, to June 4 presented.   | Presented by Schuler. Rowbottom motioned to approved treasurers report, Lorbiecki seconded. Treasurers Report approved.  |
| Marketing                            | <p><b>Underwood Elementary</b> - has approximately 50 second graders from Underwood Elementary in the village to plant flowers in the Chancery parking area, complete a safety walk with the Wauwatosa Police Department, and tour WaterStone Bank, ended with a nature walk by the river.</p> <p><b>Facebook Page</b> - Our facebook page has hit 4,000 plus likes</p> <p><b>Website</b> - The URL is up and running in one area, continue to work through the difficulties to synch website.</p> <p><b>Graphic Brand</b> - A review of the 2011 Village Strategic Plan was completed. Focuses on helping customer find their way around the village and connecting Hart Park to the village area. Graphic Brand needs to define a sense of place, we have a recreation center, cultural center, and commercial center for people visiting/living in the Village area.</p> | Presented by Miller.   |
| Director Updates                     | <p><b>Wayfinding</b> - City of Wauwatosa contracted fd2s. Curtis completed a walk around the village to review install sites. Some components may be able to be installed in the later part of this year.</p> <p><b>Plan Commission</b> - Bridgetowne Framing applied for a conditional use permit with the City of Wauwatosa to create a public bar on the second floor and patio area. Hours would reflect that of other bars in the area.</p> <p><b>First Responders Fest</b> - will be held on July 16th, Veth will be sending out an email looking for sponsors and volunteers.</p>  | Rowbottom motioned to request Plan Commission to table the agenda item on Monday June 9 <sup>th</sup> as it relates to the Bridgetowne Framing request by Peter Haise for a Conditional Use drinking establishment. The BID will invite Peter Haise to the next BID board meeting scheduled for Thursday June 26 <sup>th</sup> to present/discuss the intention of the application/use. Lorbiecki seconded. Motion approved. |
| Village Traffic Study Presentation   | City hired Ayres Associates to complete an Engineering Analysis of intersections within the village and make recommendations. The purpose of the study is to create pedestrian friendly intersections, increase village parking, and parallel the village with the strategic plan. Intersections reviewed were Harmonee and Harwood Ave, Wauwatosa Ave and State Street, Village Fair Parking Lot (by Root Common), and Wauwatosa Ave and Harwood. For more detailed information and recommendations, study can be found at BID Office upon request.  | Presented by Ken from Ayres Associates   |
| Adjournment & items for next meeting | Meeting adjourned at 9:20 am  | Ross motioned, Rowbottom seconded. Approved.   |