

**Village of Wauwatosa Business Improvement District**

Board of Directors Meeting, Thursday March 6, 2014 7:30 am BID Office

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

Not in Attendance: Kuesel, Fredrickson, Schuler, Ross

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

Guests: Don Birschel

Issue/Topic	Discussion	Outcome/Decision/Assignment
Call Meeting to Order		
Approval of Agenda and Minutes		Roznowski motioned to approve February minutes noting the corrections to names/Robison seconded. Minutes approved. Roznowski motioned to approve agenda Robison seconded. Agenda approved.
Classic Cars of America	Don Birschel extended his interests to include Classic Cars of America during events within the Village. Classic Cars were built between 1925-1948. They would have the ability to showcase anywhere between 15-20 cars dependent upon the type of event. If there is an interest Don will be the contact person to arrange the event.	
Treasurers Report	March 6, 2014 Balance Sheet presented. 2014 approved budget presented. Need to bring minimum reserve fund back up to \$12,000.	Presented by Plaisted
Marketing	<p><b>Web</b> - Miller is completing a marketing audit different channels beings used to market the Village. Miller also stated the village website needs funding for a rebuild. She presented the BID board with a Proposal for Branch Refresh and Web presence articulation. Miller estimates the costs to complete this project at \$4,500.00 plus tax.</p> <p><b>Diva Night</b> - Miller presented the 2014 Diva Night activities. Each shopper will receive a card, if they eat at a local restaurant they receive 2 punches. Shop local receive 1 punch. Katy Rosa from Modly Chick will be doing a blog post leading up to the event. If a business would like to be highlighted in the blog there is a cost of \$25.00. Katy will create ensembles for the blog consisting of local shop merchandise. The blog hits 11,000 local residents per month. No cost to the BID.</p>	Phelan motioned to approve the Brand Refresh and Web presence and to take \$4,500 from net income to fund the project. Robinson seconds. Motion approved.
Director Updates	<p><b>Wayfinding</b> - City of Wauwatosa should be contracting with fd2s in the near future. Curtis will do a walk around the village to see if location of sign elements will fit into the spectrum of the village. <b>Annual Meeting</b> - Will be held on Wednesday March 26th on the second floor of Bridgetwone Framing.</p> <p><b>Arte</b> - is expanding into the former Filament location.</p> <p><b>United Methodist Church</b> - will be undergoing a resurfacing of their parking lot.</p>	
Adjournment & items for next meeting	Meeting adjourned at 8:20 am	Robison motioned, Phelan seconded. Approved.