

Village of Wauwatosa Business Improvement District

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

Directors in Attendance: Veth, Burg, Robison, Schuler, Plaisted, McCarthy, Fredrickson, Rowbottom, Roznowski, Maciejewski, Ross

Not in Attendance: Kuesel, Leffler, Phelean, Goggin

Guests: Ald. Joel Tilleson

Issue/Topic	Discussion	Outcome/Decision/Assignment
Call Meeting to Order	McCarthy called meeting to order at 7:30 am	Schuler moved, Fredrickson seconded to approve. Motion approved.
Approval of Agenda and Minutes		Schuler moved, Fredrickson seconded to approve agenda and minutes. Motion approved.
Treasurers Report	Balance Sheet presented as of March 6, 2013. Profit and Loss Staement Presented from January 1 through March 6, 2013. Notation on P&L line item 1064 a \$2,500 contribution from PNC Bank for the Village Street Fair.	Fredrickson moved to accept the Profit Report and Balance Sheet as presented, Robison seconded to approve. Motion approved.
Formula Restaurant Zoning Proposal	Ald. Joel Tilleson presented his "Formula Restaurants Proposal" to the BID Board. Proposal is strictly for 60th to 68th on North Avenue at this time. Formula Restaurant is defined as a type of restaurant which, along with 11 or more other establishments located within the US, maintains two or more of the following features in common with those other restaurants: A standardized menu, a standaradized facade, a standardized decor and color scheme, a uniform apparel, standardized signage, a trademard or a service mark. If passed it would move these businesses from a conditional use down to a restrictive use which would require the Plan Commission and Common Council to sign off occupancy within stated boundaries. This would allow city to control franchise and put restrictions/standards on the franchise (they would be required to meet certain community standards).	
Wayfinding	Plaisted posted the "Request For Proposals/Qualifications Wayfinding Signage Program" last week and has already received a strong response from both local and nationwide businesses. Deadline for the requests are March 22, 2013. After deadline, Jim will set a meeting for the plan team to discuss the proposals and present top candidates at the April board meeting. The budget for the project has not been disclosed to any of the prospects at this time.	
Village Green Fair	Permit was handed to BID for June 7th Village Green Fair Event. Within the permit there is a request for a new street closure of Wauwatosa Avenue. BID does not believe this is necessary at this time. Jim will follow up with event organizers.	
BID Director Update		
Adjournment & items for next meeting		