

Village of Wauwatosa Business Improvement District

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

Directors in Attendance: Veth, Plaisted, McCarthy, Kuesel, Leffler, Phelan, Rowbottom, Robison, Burg

Not in Attendance: Roznowski, Maciejewski, Kuesel, Fredrickson, Ross, Goggin, Schuler

Guests: Brooke Boomer, Karen Tibbets

Issue/Topic	Discussion	Outcome/Decision/Assignment
Call Meeting to Order		
Approval of Agenda and Minutes		Veth motioned to approve agenda/Robison seconded. Agenda approved. Robison motioned to approve minutes/Veth seconded. Minutes approved.
Treasurers Report	2013 Budget Report presented and November 7, 2013 Balance Sheet presented.	Rowbottom motioned to approve Treasurers Report documents/Veth seconded. Treasurers Report approved.
Marketing	Holiday Magic Boarding Pass kicked off at Metcalfe's on November 8th and will run through the end of December. All Village businesses were contacted and asked to participate in this event which is advertised by the Village BID. Participating businesses will host a raffle through the end of December. At the beginning of January each participating business will draw names for their raffle item and contact the winner. Participating businesses are advertised in the Boarding Pass booklet which is available at any participating stores and at PNC and WaterStone Bank. In total 27 businesses are participating in this event.	
Director Updates	Wayfinding Meeting - November 19th Committee of the Whole will meet. November 20th Public meetings will be hosted at the Fire Station. State Street Construction - Original plan was to complete construction on State Street in two phases. One completed in 2016 and the other completed in 2017. After receiveing feedback the plan has been changed to complete all of State Street in one phase during 2016. Marketing Manager - A draft was presented to the board for the Marketing Coordinator position detailing the scope of work. The same draft will be presented to the Marketing Committee for review. Any comments or suggestions should be communicated with Jim at your earliest convenience.	
BID Members	Three BID members terms are expiring at the end of this year and will need to be renewed. Catherine Ross, Tom Schuler, and Chris Leffler	
Adjournment & items for next meeting	Meeting adjourned at 8:50 am	Burg motioned, Kuesel seconded. Approved.