

# Village of Wauwatosa BID Board of Directors Agenda

Date: **Thursday, January 8th, 2015**  
Time: **7:30 – 9:00 a.m.**  
Location: **B.I.D. office, 7603A W. State St.**

## AGENDA

1. **Welcome & Call To Order** **Leffler**
2. **Approval of Board Meeting Agenda and Minutes** **Leffler**
  - Review and act on agenda
  - Review and act on previous meeting minutes
3. **Financial Report – 2014 year end** **Schuler**
4. **Marketing Report** **Miller**
5. **Executive Director's Report** **Plaisted**
  - 1) **Historic Preservation Designation for Village "Area"**
  - 2) **State St. Station development proposal update**
  - 3) **State St. Construction/Wayfinding/Streetscape Design update**
  - 4) **Board membership/nominations**
  - 5) **Regular meeting time and location (Poll results)**
6. **General Announcements & Other Business**

**Public comment on agenda items in written format is welcomed.**

**Approved minutes from board meetings are available, upon request, from the Village of Wauwatosa Business Improvement District office.**

**Wauwatosa Village Business Improvement District  
Board of Directors Meeting  
December 4<sup>th</sup>, 2014**

**Members present:** J. Roznowski, B. Robison, C. Ross, B. Boomer, T. Schuler, C. Leffler, L. Burg, and S. Phelan

**Guests:** J. Dubinski, M. Citro, C. Mitchell

Meeting called to order at 7:45

**Agenda and minutes:** J. Roznowski moved approval of the agenda and minutes from November meeting. B. Robison seconded and the motion carried unanimously.

**Marketing Report:** Meg Miller is out of town today and unable to attend of formally report. L. Burg mentioned that the Holiday Cheer promotions are going well and over 20 businesses will be raffling off prizes at end of December. The promotion has been going on since November 7<sup>th</sup>. Tomorrow night's tree lighting is all set and all are invited to attend.

### **Executive Director's Report**

**Marketing Director scope and budget for 2015:** J. Plaisted reported that GEM Strategies (Meg Miller) has proposed to put together a team of individuals to execute this year's marketing program. The scope has been distributed to the board and is attached to these minutes. The budget for 2015 approved a \$15,000 contract. GEM is proposing \$16,500 to execute the scope as proposed.

Members discussed the proposal and team members. T. Schuler noted that Anna Cruz has done this work before with some Brady St. (Milwaukee) promotions. B. Boomer noted the added benefit of more people being involved. J. Roznowski felt this more focused approach is important as we ramp up for State St. reconstruction in 2016.

B. Robison moved approval of the proposed scope and contract amount at \$16,500. S. Phelan seconded and the motion carried unanimously.

J. Plaisted reported that the **traffic study went back to Council** for further review and one intersection, Harwood and Harmonee was approved while the other two were tabled for planning alongside new real estate development. Ald. J. Dubinski mentioned his concerns about the State and Wauwatosa Aves intersection for safety for truck turning. In general, the whole plan is going back to the drawing board and DPW will be making plans for a new process going forward.

In light of the discussions with Council members about this issue, the BID board discussed hosting a social for Council members after their Dec. 16<sup>th</sup> meeting.

**Historic Preservation Commission Chairman Charlie Mitchell:** Mr. Mitchell is a 42 year resident of Wauwatosa. He and the HPC have been discussing potential designation for the area between Harmonee, RR tracks, and Wauwatosa Ave. HPC becomes a design review board for any development or rehabilitation that occurs within a designated district. Benefits are that property values are maintained, protection of investment, and an informal "branding" of the area as historic. Recent designations are Wauwatosa Ave. neighborhood, Brookway area, and

Eschweiler's properties on county grounds. Current Village properties with designation are the Dittmar building and the Little Red Store.

B. Robison noted that redevelopment within an HPC district could be problematic as proposals try to mimic historic building. C. Mitchell agreed that they shouldn't be designed to be replicas. Mass and scale are important.

S. Phelan pointed out that the Wauwatosa Design Review board has done an excellent job since splitting into two boards; residential and commercial. Members thanked C. Mitchell for coming in to discuss and both parties will continue to dialogue on the issue.

J. Plaisted briefly updated that the **State St. Station redevelopment** proposal received committee approval this week and goes to the entire Council next week.

Also, members agreed to poll the entire board to find a more amenable **meeting time and location for BID board meetings**.

C. Ross motioned to adjourn at 8:50 AM. S. Phelan seconded and the motion carried unanimously.

**Village of Wauwatosa B.I.D.**  
**2014 Budget**  
*approved*

<u>Income</u>	Budget	To Date	Remaining	Total
Assessments	\$ 74,625	\$ 74,525	\$ -	\$ 74,525
City Contribution	\$ 6,500	\$ 6,500	\$ -	\$ 6,500
Windows into Wauwatosa		\$ 4,400	\$ -	\$ 4,400
All City Read		\$ 2,500	\$ -	\$ 2,500
Holiday Magic Sponsors	\$ 1,500	\$ 1,550	\$ 1,100	\$ 2,650
Diva Night Sponors	\$ 1,000	\$ 2,335	\$ -	\$ 2,335
Landscaping Donation	\$ -	\$ 500	\$ -	\$ 500
Village Green Sponsors	\$ 7,000	\$ -	\$ -	\$ -
First Responders Fest	\$ 2,000	\$ 3,005	\$ -	\$ 3,005
Reserve Fund Draw		\$ -	\$ -	
Interest Income	\$ 500	\$ 80	\$ -	\$ 80
	<b>\$ 93,125</b>	<b>\$ 95,395</b>	<b>\$ 1,100</b>	<b>\$ 96,495</b>
<b>Expenses</b>				
<b><u>Admininstration</u></b>				
Executive Director	\$ 39,600	\$ 39,600	\$ -	\$ 39,600
Rent	\$ 4,100	\$ 4,380	\$ -	\$ 4,380
Insurance	\$ 1,250	\$ 2,501	\$ -	\$ 2,501
Printing	\$ 500	\$ 76	\$ -	\$ 76
Postage	\$ 200	\$ -	\$ -	\$ -
Audit	\$ 1,200	\$ 1,200	\$ -	\$ 1,200
Equipment/Supplies	\$ 500	\$ 100	\$ -	\$ 100
Temporary Help	\$ -	\$ 555	\$ -	
Meals/Entertainment	\$ 500	\$ 356	\$ -	\$ 356
Phone Vmail	\$ 200	\$ 204	\$ -	\$ 204
Cell Phone	\$ 720	\$ 1,200	\$ -	\$ 1,200
Internet	\$ 240	\$ 436	\$ -	\$ 436
Member Dues/Monthly Fees Service	\$ 1,000	\$ 981	\$ -	\$ 981
Donation	\$ 2,000	\$ 8,900	\$ -	\$ 8,900
Bank Charges		\$ 55		\$ 55
Landscaping/Aesthetics	\$ 3,000	\$ 4,358	\$ -	\$ 4,358
<b>Admin Total</b>	<b>\$ 55,010</b>	<b>\$ 64,903</b>	<b>\$ -</b>	<b>\$ 64,903</b>
<b><u>Marketing</u></b>				
<b><i>General</i></b>				
Marketing Coordinator	\$ 10,000	\$ 9,167	\$ -	\$ 9,167
Website	\$ 350	\$ 436	\$ -	\$ 436
Website rebuild and branding	\$ -	\$ 4,500	\$ -	\$ 4,500
Marketing Supplies	\$ 750	\$ 40	\$ -	\$ 40
Advertising (non-event)	\$ 8,625	\$ 7,187	\$ -	\$ 7,187
<b><i>Events</i></b>				
Holiday Event	\$ 1,500	\$ 4,086	\$ -	\$ 4,086
Diva Night	\$ 1,000	\$ 4,083	\$ -	\$ 4,083
Village Green	\$ 7,000	\$ -	\$ -	\$ -
First Responders Fest	\$ 2,000	\$ 3,005	\$ -	\$ 3,005
<b>Marketing Total</b>	<b>\$ 31,225</b>	<b>\$ 32,504</b>	<b>\$ -</b>	<b>\$ 32,504</b>
<b>Total Expense</b>	<b>\$ 86,235</b>	<b>\$ 97,406</b>	<b>\$ -</b>	<b>\$ 97,406</b>
<b>BID Income</b>	<b>\$ 6,890</b>			<b>\$ (911)</b>