

BUSINESS IMPROVEMENT DISTRICT  
CITY OF BERLIN  
BERLIN, WISCONSIN  
5:30 P.M..

January 14, 2009  
Council Chambers – Berlin City Hall

PRESENT: Jim Lehr, Jody Heil, Tom Jensen, Traci Hegner, Phil Pik, Jim Zamzow.  
ABSENT: Faye Gelhar

The BID Board Meeting was called to order at 5:34 p.m. by BID Chairperson Tom Jensen.

**Roll Call**

Roll was taken.

**Approval of Minutes**

The minutes from the December 10, 2008 meeting of the BID Board of Directors were reviewed. On a motion from Jody Heil and a second by Jim Zamzow, the minutes were approved as presented.

**Approval of Financial Statements**

There were no BID Financials presented for approval.

**President's Report**

None

**Old Business**

The BID Operating Plan was discussed with a Marketing Report presented by Hegner. The following is a summary of the items discussed:

- Folders outlining BID Mission, Objectives, and Available Programs are ready to be distributed.
- Hegner is investigating the possibility of running radio ads at a reduced rate.
- Hegner researching availability and pricing of billboards. Initial pricing appears to be \$600.00/month for a 3 year contract. Continuing to talk to potential partners to share in the cost and space on the boards.

**New Business**

Sue Klawitter presented the Board with ideas on how to improve the Farmers Market. While the entire board was in agreement that changes could/need to be made, there is an existing “coordinator” of the Farmers Market that should be contacted for ideas on how to improve the market. The Board expressed that they were not opposed to considering financial requests for assistance in promoting a new and improved Farmers Market.

Meeting adjourn at 6:12 p.m. with a motion by Lehr, second by Pik.

Next meeting date is February 11, 2009

Respectfully submitted:

Thomas L. Jensen  
Director