

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

March 11, 2009
Council Chambers – Berlin City Hall

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

The BID Board Meeting was called to order at 5:37 p.m. by BID Chairperson Tom Jensen.

Roll Call

Roll was taken.

Approval of Minutes

The minutes from the February 11, 2009 meeting of the BID Board of Directors were reviewed. On a motion from Jim Lehr and a second by Jody Heil, the minutes were approved as presented.

Approval of Financial Statements

There were no BID Financials presented for approval. February and March's will be approved at the April 8, 2009 meeting.

President's Report

None

Old Business

The BID Operating Plan was discussed with an update regarding the billboard proposed on Hwy 21. At the present time, the billboard will be paid for 50% by the BID and 50% by the City of Berlin. Mayor Schramer was also in attendance and he indicated that some of the costs associated with the billboard could be offset by featured advertisers on the billboard. He has been in touch with McDonalds, Wal-Mart, CHN, WISS/WAUH, and both car dealerships. He indicated that there was a significant amount of interest from these businesses to be featured on the billboard.

- There was a significant amount of discussion regarding the effectiveness of outdoor (billboard) advertising.
- In the end, a motion was made by Traci Hegner and Seconded by Jody Heil to approve the expenditure with the one stipulation that the City Council approve the sharing of the cost at their next regularly scheduled council meeting. The motion carried unanimously.

New Business

Traci presented a Façade Improvement application from Dalm Properties. There were some questions regarding the Bid for Work and the dollar amount requested. Hegner agreed to investigate further and would likely report to the Board her finding via e-mail for approval.

Meeting adjourned at 6:17 p.m. with a motion by Lehr, second by Heil.

Next meeting date is April 8, 2009

Respectfully submitted:

Thomas L. Jensen
Director