

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

November 12, 2008  
Council Chambers – Berlin City Hall

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

The BID Board Meeting was called to order at 5:30 p.m. by BID Chairperson Tom Jensen.

**Roll Call**

Roll was taken. A special welcome was made for Phil Pik and his rejoining of the BID Board.

**Approval of Minutes**

The minutes from the November 12, 2008 meeting of the BID Board of Directors were reviewed. On a motion from Faye Gelhar and a second by Traci Hegner, the minutes were approved as presented.

**Approval of Financial Statements**

BID financials were approved with a motion by Heil, 2<sup>nd</sup> by Gelhar. All approved. No further discussion.

**President's Report**

Tom Jensen presented the Board with "A Framework for Change". This document was created to assist the Board in meeting the original objectives when the BID was created. The following committees were established (with corresponding Chairpersons) to assist the BID Board in its normal operations without the luxury of an Executive Director:

- 1) Marketing Committee – Traci Hegner
- 2) Programs Committee – Faye Gelhar and Traci Hegner
- 3) Business Development Committee – Jody Heil and Phil Pik
- 4) Administrative Committee – Tom Jensen and Phil Pik

**Old Business**

No report given.

**New Business**

Jensen distributed a draft of the budget for 2009. After significant discussion and adjustments to the draft, the following line items were approved as the budget for 2009:

**Income**

BID Assessments - \$32,000

**Expenses**

BID Street Lighting Upgrade Fund	-	\$ 4,000.00
Newsletters/Billboards	-	900.00
Postage	-	200.00
Façade/Signage Program	-	10,000.00
Streetscape Program	-	6,000.00
Sidewalk Days	-	2,000.00
Musical Open House	-	2,000.00
Pumpkins on the Petunias	-	2,000.00
Advertising	-	2,900.00
Fox River Days	-	<u>2,000.00</u>
		\$32,000.00

On a motion from Faye Gelhar and a second by Traci Hegner, the 2009 BID Budget was approved as presented.

Special requests for 2009 funding from the Fox River Days Committee (\$2,000.00) and the CommUnity Team (\$900.00 for Newsletter) were addressed and approved as part of the budgeting process, so no additional action is necessary on these requests.

Meeting adjourn at 7:15 p.m. with a motion by Heil, second by Hegner.

Next meeting date is January 14, 2009

Respectfully submitted:

Thomas L. Jensen  
Director