

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

October 8, 2008
1st National Bank Training Center – Depot Building

PRESENT: Jim Lehr, Jody Heil, Jim Zamzow, Tom Jensen, Traci Hegner, Faye Gelhar
ABSENT: None
GUESTS: BID Members (Attending the Annual Meeting)

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

Roll Call

Roll was taken.

Tom Jensen made a motion to seat Jody Heil 5:40pm. Second by Lehr.

Approval of Minutes

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

Approval of Financial Statements

BID financials were approved with a motion by Zamzow, 2nd by Gelhar. All approved. No further discussion.

President's Report

None given as Presidents report is included under new business.

Old Business

No report given.

New Business

Jensen delivered a Power Point presentation which addressed the following:

- History of the Berlin Business Improvement District
- Why have a BID?
- Who benefits from a BID?
- Who Operates the BID programs?
- BID Objectives
- How is a BID Terminated?
- The current state of the Berlin BID.
- Where do we go from here?
 - 1) Hiring an Executive Director
 - 2) Planning for the Future
 - 3) Terminating the BID??

Discussion ensued regarding the BID Executive Director position. After significant discussion, it was decided that the BID would operate without an Executive Director in favor of more involvement from BID members to share the workload and successes of the BID.

Discussion ensued regarding the BID operating plan. After significant discussion, it was agreed that the operating plan would address the following goals (which could be measured) to determine whether the BID is an ongoing viable entity or not:

- Retaining Business
- Less Vacancies
- Façade Improvements
- Accountability of Landlords/Business Owners
- Street Lighting
- Coordinated efforts between BID and TID
- Joint Meetings between the City and the BID will continue
- Re-Vamping of Lease Incentive Program
- Encourage (incent?) property owners with residential units to upgrade the units to attract higher rents.
 - Programs similar to the Housing Task Force's Revolving Loan Fund could be developed.

Jensen encouraged the 40 attendees at tonight's BID Annual Meeting to attend the November regularly scheduled Board Meeting at 5:30pm in the Council Chambers on November 12, 2008. In addition to the regular agenda items, the following items will be discussed:

- A Framework for Change for the Business Improvement District
- 2009 Budget Discussion and Worksheet Preparation
- Discussion of an Operating Plan for 2009

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

Next meeting date is November 12, 2008

Respectfully submitted:

Thomas L. Jensen
Director