

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

January 9, 2008
Annual Meeting
Jeff's on the Square

PRESENT: Faye Gelhar, Debra Schuster, Jack King, Lisa Schilling, Jim Lehr, Jim Zamzow, Tom Jensen

TARDY: Traci Hegner

GUESTS: Frank Wertz, Ralph Fabricious, Gary Peterson, Mayor Schramer, Judge McMonigal, Faye McMonigal, Debbie Selsing, Tom Yankowski, Sue Yankowski, Felicia Page, Jeff Clemmons, Debbie Gross, Mary Lou Neubaureur, Bob Mathia

The January meeting of the Business Improvement District's Board of Director's was called to order at 5:30 p.m. by BID Chairperson Jack King.

Roll was taken.

Minutes of the December meeting were approved with a motion by Jensen, second by Lehr. Jensen verified the dollar amount in the balance column, confirming the overexpenditure.

November and December financials were reviewed and approved with a motion by Jensen, second by King.

Schilling expanded a bit on the Director's Report. Again the topic of researching a part-time person for business recruitment and retention was discussed. It was decided that Deb Ersland from Best Real Estate would be invited to the February meeting pending her availability.

Jensen made a motion to seat Traci Hegner at 5:35 p.m. Second by Lehr.

Discussion changed to the Mural Project for the downtown. It was once again reiterated that the mural project was the result of a discussion/brainstorming session of the BID Board in the spring of 2007. Beautifying the downtown buildings was the number one priority out of the meeting. Hence the mural project. The first building to be painted will be the Berlin Glove building on S. Capron St. The total project cost would be approximately \$10,000. The committee for the project will also be expanding the project to eventually include all bare walls on buildings within the BID District. A marketing roll out will be taking place in March with the project start in late May with completion scheduled for the third weekend in July to be unveiled during the Fox River Days celebration July 18-19, 2008.

The poor street lighting was discussed. Jensen reminded those in attendance this topic has been brought up and explained in the past. Neubaureur expanded the conversation to enlighten the group that in the next five years, the Wisconsin Department of Transportation would eventually be reconstructing the downtown streets. To discuss reworking the lightening situation in its entirety at this time is not financially possible. She suggested the City and the BID wait until further word from the DOT to discuss changing the lights.

It was suggested Schilling take the 2008 Operating Plan to all BID Businesses and absentee landlords for their review. The Operating Plan is currently on the www.1berlin.com website and Schilling will deliver and mail to all BID members.

The meeting further discussed the hiring of an economic developer for the City. Lehr reminded the BID Board that their role in all of this is to lobby to City Council for them to further research and discuss hiring a person with these qualifications. It is not the BID's responsibility to take this on alone. The City Council would be involved so all would benefit.

Increasing the valuation of the buildings in the downtown will also be on the list of priorities for the BID.

Meeting adjourn at 8:05 p.m. with a motion by Jensen, second by Zamzow.

Next meeting date is February 13, 2008

Respectfully submitted:
February 11, 2008
Lisa M. Schilling
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