

BUSINESS IMPROVEMENT DISTRICT  
CITY OF BERLIN  
BERLIN, WISCONSIN  
4:15 P.M..

June 18, 2008  
Joint meeting with City Council  
City Hall Council Chambers

PRESENT: (BID Board) Jim Zamzow, Jim Lehr, Lisa Schilling, Faye Gelhar, Traci Hegner, Tom Jensen, (CITY COUNCIL) Tom Pionke, George Kazmierczak, Edmund Marks, Felicia Page, Mayor Dick Schramer, Jodie Olson, (Jim Lehr)

ABSENT: Debra Schuster, Richard Gubitz

GUESTS: Frank Wertz, Mary Lou Neubaurer

Joint meeting of the BID Board and City Council was called to order by Mayor Richard Schramer at 4:15 p.m. The BID Board portion of the meeting was called to order by BID chairperson Tom Jensen at 4:15.

Roll was taken of both boards.

Mayor Schramer had asked the Council members for their input on whether to proceed with the creation of a TID within the city limits of Berlin. General consensus of Council was to proceed and be proactive with the development and revitalization of the downtown area.

Mayor Schramer then proceeded to ask the BID Board members for their input on the creation of the TID. As the board all agreed moving forward with the creation of a TID within the BID was a good idea, members of the board had a few questions regarding administration of the day-to-day activities and were looking for validation from the Mayor and City Council that the BID would still be necessary.

BID Board members were also interested in insuring the BID Director, Lisa Schilling, would be included in meetings and discussions and decision making meetings regarding the fate and development efforts ultimately effecting the BID District. Schilling is the Board and BID members mouthpiece and Board members were inquiring about the communication efforts to keep communication open and going.

Olson further explained that the creation of a TID would not mean the elimination of the BID. A TID is a financing vehicle for development and new construction efforts within a BID. The two entities are entirely separate and will remain that way. A BID is still necessary and favorable with the creation of a TID. City Council will be working with their accountants to create the TID and work out the financials for a positive cash flow TID.

Jensen questioned whether funds created from a TID would be allowed to be used to cover costs involved with potentially hiring (retaining services) an economic developer

for Berlin. Neubaureur insured the BID Board and City Council that the TID monies are only allowed to cover the "hard costs" of a TID creation meaning, promotional materials, marketing efforts, etc. Not for personnel.

The creation of a TID and recruitment efforts are not to be on the shoulders of one individual. It would be the responsibility of all board members and City Council to work towards a similar common goal and efforts. Communication going forward is key.

A consensus vote of all members of Council and BID members; motion by Jensen and 2<sup>nd</sup> by Gelhar on BID vote to move forward with the creation of a TID for Berlin's downtown.

Meeting adjourned at 4:46 p.m. with a motion by Jensen, 2<sup>nd</sup> by Hegner.

Respectfully submitted:

July 3, 2008

Lisa M. Schilling

Executive Director

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