

**Port Washington Business Improvement District
Board of Directors Meeting
City Hall
February 23, 2018**

President Brian Barber called the meeting to order at 7:33 a.m.

Present were: board members Jim Langford, Brian Barber, Angela Sikowski, Sharon Waranka, Bill Schanen; Gertjan van den Broek, Ross Leinweber, Laura Burke and BreAnna Porth. Jim Neulreich, president of the Port Main Street board of directors, was also in attendance.

Sikowski reported a bank balance of \$74,836.78, which includes all of the collected 2017 BID assessments.

Barber reported that the mayor had requested a disbursement of BID funds in the amount of \$895 to pay invoices for advertising for the 2018 Denis Sullivan visits. It was the consensus of the board that it is not the board's role to approve payment of bills; rather, proposals for promotional funding to cover such expenses among other needs should be submitted for the board's consideration. It was noted that the BID budget includes an allocation for such funding. The board unanimously approved a motion, made by Schanen and seconded by Leinweber, to deny the request for the ad payments and inform the mayor that detailed proposals for promotional funding should be submitted to the board.

In a lengthy presentation, Neulreich told the board it was his goal as Main Street president to "tighten the belt" and limit spending even if it meant the Port Washington Main Street program might not qualify for state Main Street assistance. He said the position of executive director remained unfilled and mentioned the difficulty of attracting candidates for the budgeted salary of \$32,000. Several BID board members, including Leinweber, commented that the Main Street should be expanding, rather than cutting back, its programs and should maintain its relationship with Wisconsin Main Street to take advantage of its valuable assistance. Van den Broek said Main Street should be broadening its revenue sources through event sponsorships and other means. Barber said Main Street's leadership should be taking a longer view; he recommended a three to five year plan for growth. It was generally agreed that Main Street had to move as quickly as possible to hire an executive director.

On a motion by Schanen, seconded by van den Broek, the board approved a transfer of \$27,000 to Main Street, which when added to an earlier transfer of \$7,000 would give the organization funding of \$30,000 in the first quarter of 2018.

The board agreed to retain a balance of \$4,000 in the gift certificate account and make the balance of roughly \$6,000 available for Main Street spending.

The meeting adjourned at 8:39 a.m.

Submitted by Bill Schanen, secretary