

**Port Washington Business Improvement District
Board of Directors Meeting
City Hall
September 14, 2018**

President BreAnna Porth called the meeting to order at 7:29 a.m.

Present were: board members Jim Langford, Brian Barber, Angela Sikowski, Sharon Waranka, Bill Schanen, Ross Leinweber, Laura Burke, John Reichert and BreAnna Porth. Others attending the meeting included Main Street President Jim Neulreich, City Administrator Mark Grams and Tom Carson, director of the W. J. Niederkorn Library.

Sikowski reported a bank balance of \$52,113.49. A reserve of \$4,350 for gift certificate redemptions will be maintained, resulting in a cash balance available of \$47,763.49.

Neulreich informed the board that Main Street's 2019 budget will include an allocation of \$52,500 for the salary of a full-time executive director plus additional spending for a paid support staff, resulting in a total budget well in excess of the roughly \$60,000 Main Street receives each year in BID tax revenue.

Van den Broek asked how Main Street planned to raise the funds needed to pay the executive director and whether the director would be expected to take the lead in fundraising. Neulreich said the director's primary focus would be economic development and that there was no budget item to account for public fundraising income.

Barber noted that the BID board had been urging Main Street to move forward on hiring a full-time director and said the hiring should not be delayed by funding concerns. BID has ample reserve funds to pay the first-year salary cost that exceeds Main Street's funding from the BID tax, he said.

Leinweber said a long-term funding solution is needed and proposed that the BID tax be increased by the amount needed to pay the portion of the executive director's salary not covered by Main Street's current funding. Grams said raising that amount (more than \$20,000) would require a tax increase of roughly 30% "which probably wouldn't go over very well" with the BID property owners who would have to pay the tax. Barber and Schanen said a tax increase of that magnitude would not be acceptable to the BID taxpayers.

Porth pointed out that the board had indicated its support for a tax increase at an earlier meeting. Schanen urged the board to agree on a number for a tax increase and act. He moved to increase the BID per-thousand tax rate and the cap amount (the maximum any property owner would have to pay) by 10% for 2019. The motion, seconded by Reichert, was approved by a unanimous vote.

A number of board members expressed the opinion that city should be contributing to the Main Street budget because the organization's marketing efforts benefit the entire community. Grams said that wasn't likely to happen with the 2019 budget. Van den Broek suggested that city should adopt a plan to provide a BID funding stipend that would increase annually with a goal of at least \$25,000 per year.

Reichert asked for Main Street's support in encouraging businesses to sell ornaments he plans to create to raise funds for the W.J. Niederkorn Library. The ornaments, for which he would design and sculpt a master, would be reproduced in pewter and would depict the tall ship Denis Sullivan

sailing past the Port Washington lighthouse. Carson said money raised by the ornament sales would go into a fund to be used to remodel the library.

The board agreed to meet on October 12 to finalize the 2019 operating plan.

The meeting was adjourned at 9:08 a.m.

Submitted by Bill Schanen, secretary