

**BUSINESS IMPROVEMENT DISTRICT BOARD MINUTES
VILLAGE OF DEERFIELD**

**FOR A MEETING OF THE BUSINESS IMPROVEMENT DISTRICT BOARD OF THE VILLAGE OF
DEERFIELD HELD AT THE DEERFIELD VILLAGE HALL, 4 N. MAIN STREET, DEERFIELD,
WISCONSIN ON TUESDAY, MARCH 16, 2010 AT 5:00 P.M.**

CALL TO ORDER – NOTING OF ROLL BY CLERK

The meeting was called to order at 5:00 PM by President Kiefer. Roll call: Wilkinson, Brice, Bringe and Kiefer, Brown absent. Also present: Village Administrator, Patrick Vander Sanden, Donna Hellenbrand of Main Street Lettering and Signs, and Kristin Wild.

CONSENT AGENDA

Motion by Bringe, second by Wilkinson to approve the agenda as presented. All ayes, motion carried.

APPROVAL OF MINUTES

Motion by Bringe, second by Brice to approve the minutes from January 18, 2010 as corrected. All ayes, motion carried.

PUBLIC APPEARANCES

A. PUBLIC COMMENTS – NONE

B. DONNA HELLENBRAND – MAIN STREET LETTERING & DESIGN (DIRECTIONAL SIGNAGE)

Hellenbrand presented and explained various types of signs that her company is able to do and have done for various local communities. Hellenbrand recommended that the first thing the Village should do is contact the Department of Transportation as they will determine the size and placement of the signs. Hellenbrand also recommended that the Village choose a uniform logo to be used on all the signs. Kiefer inquired as to the cost of the signs and Hellenbrand stated that if the Village choose one similar to the ones that Lake Mills went with the cost would be about \$150.00 per sign which does not include the pole. The Committee made some suggestions on how they would like the signs to look and asked Hellenbrand to prepare a couple of designs to get started.

UNFINISHED BUSINESS, REVIEW & ACTION THERE ON:

1. 2010 - BIDS FOR DOWNTOWN PLANTERS

Vander Sanden informed the Committee that 3 bids were received put one did not qualify as it was not here by the deadline. Brice recommended that we award the bid to Holland Landscape as he has done a terrific job in the past and we've had great success with him doing the planters. Keach's bid was a little lower than Holland's but only accounted for the watering of the planters three (3) times a week versus Holland who waters daily and sometimes twice a day if needed. The Committee also liked the idea of hiring locally.

Motion by Kiefer, second by Brice to award the 2010 BID Planter bid to Holland Landscape at a cost of \$9,500.00. All ayes, motion carried.

Vander Sanden informed the Committee that the bids for this project were taken before the Village approved requiring Village contractors to have Workers Compensation insurance or to be able to meet the 9 requirements set by state statutes to qualify as an independent contractor. Kiefer instructed Vander Sanden to send a letter to Holland informing him that he was awarded the bid for the 2010 BID Planters which includes all labor and materials required and to carry the appropriate insurance as mandated. Vander Sanden stated he would also send letters to the two (2) other contractors informing them that they did not get the job.

2. DEERFIELD "BUILD" PLAN

Vander Sanden informed the Committee that he found a plan for the Downtown area previously created by Vierbicher and Associates and thought it should be looked at before we proceed any further. A copy will be included in the next agenda packet.

3. DISCOVER MAGAZINE ADVERTISEMENT

Vander Sanden presented copies of an advertisement that the Chamber placed in the Discover Magazine. The Chamber is asking that the BID split the advertising cost with them.

Motion by Bringe, second by Brice to split the advertising cost 50/50 with the Deerfield Chamber of Commerce for the Spring/Summer ad placed in the Discover Magazine. All ayes, motion carried.

NEW BUSINESS

A. RESOLUTIONS - NONE

B. LICENSES & PERMITS – NONE

C. REVIEW & ACTION – NONE

ORDINANCES – NONE

Minutes from the BID Board of the Village of Deerfield

DATE: March 16, 2010

COMMUNICATIONS – NONE

STAFF REPORTS

BID SPEAKER – FEBRUARY BID EVENT IN MADISON

Vander Sanden informed the Board that he attended a meeting put on by Dane County that discussed BIDs and found it to be very informative. He asked if the Committee would like to have a speaker come and talk to us. They were all in agreement.

ADJOURN

Motion by Wilkinson, second by Bringe to adjourn at 6:03 PM. All ayes, motion carried.

/S/ Elizabeth McCredie
Village Clerk/Treasurer