**MidTown Tosa**

**BOD Meeting**

**Tuesday, September 19, 2017, 7:30 am**

**Attendees**

BOD

* Michael Gardner, Ray’s, BOD President
* Cindy Seemann, Design Vision, BOD Treasurer
* Jeff Roznowski, Member at Large
* Dr. Tim Marsho, Tosa Pediatrics
* Dr. Sara Mahalko-Leonhardt, AlignLife

Others & Guests

* Jen Ferguson, Wauwatosa Economic Development Manager
* Jen Dunnington, Anytime Fitness
* Allison Byrne, District 6 Alder
* Matt Borden, PNA President

**7:35 am - Meeting called to order**

1. Minutes Approved Unanimously (Cindy motion, Jeff second)
   1. 07.25.17
2. BOD Vacancies
   1. Motion to fill vacancies approved unanimously (Jeff motion, Cindy second):
      1. Dr. Sara Leonhardt of AlignLife will fill Tom Kreinbring’s seat for term expiring in June 2019
      2. Jesse Dill of Walcheske & Luzi Law firm will fill Matt Poulson’s seat for term expiring in June 2018
3. BOD Officer (VP) Vacancy
   1. Motion to fill VP vacancy approved unanimously (Michael motion, Jeff second):
      1. Cindy Seeman (current Treasurer) will fill Matt Poulson’s VP position and vacate the treasurer position
      2. There were no volunteers for Treasurer so this will be held over to the next meeting. In the interim, Michael will work with Cindy to transition financial data to quick books
4. Treasurer & Membership Update
   1. Balance of $3,996.77 in bank account
   2. Cindy will provide current member list to Board
   3. Cindy will send out letter to businesses requesting them to continue or become members.
      1. We discussed incentives for this process such as providing MidTown T shirts for employees of businesses who sign up early
      2. We also discussed offering businesses with high traffic (Sendiks, Colectivo) to have their employees wear MidTown shirts (e.g. MidTown Mondays to give greater visibility
      3. Notes: we have about 100 T shirts in our inventory
5. Master Plan Update
   1. Michael updated the board on the steering committee meeting held last night and the upcoming public open house on November 8
6. 2018 MidTown Festival & 5K Update
   1. Festival and 5K will be held on 7.21.18
   2. Location will be on the south side of North Ave, with the strategy of alternating years between north side and south side
      1. Parking lot west of John’s and Anytime Fitness
   3. Planning committee includes: Dr. Sara (race director), Cindy (booths), Sarah Laev-Rays (food, beverage, music), Jen Dunnington-Anytime Fitness, Jesse-Dill, Michael Gardner. Others are welcome to join.
7. Newsletter
   1. Jeff will draft latest version. Ace Drapery will be spotlighted for their 70th anniversary

New Business

1. We had a detailed discussion on our plans for 2018 (aside from the Festival) and for the 2017 holiday season season
   1. Regarding 2018, we would like to demonstrate additional activity to add to the value of belonging to this assocaiton. One example would be banners. It was suggested that perhaps we could devote our October meeting to brainstorming 2018 plans.
   2. Regarding the 2017 holiday season, we talked about creating a “window walk”, involving business decorations, participation by school students, maybe some type of tree lighting. This could also incorprate small business Saturday.
      1. Allison and Dr. Tim agreed to form a committee to plan this. Jeff will solicit interest from businesses
2. Upcoming Events:
   1. October 26 will be the next outdoor movie night at Tosa Pediatrics, featuring E.T.
   2. October 28 is the PNA annual night time trick or treating, covering 89th/90th/91st Streets. The haunted block will be on the 2300 block of 91st St
3. Next BOD Meeting
   1. Tuesday, October 31, 2017 at 7:30 am at Ray’s Growler Gallery

**8:35 am – Meeting adjourned**