**MidTown Tosa**

**BOD Meeting Minutes**

**Tuesday, February 19, 2019 at 7:30 am**

**Ray’s Growler Gallery**

**Attendees**

BOD

* Michael Gardner, Ray’s, BOD President & Treasurer
* Jeff Roznowski, Community Member, BOD Secretary
* Dr. Sara Mahalko, AlignLife
* Jesse Dill, Ogletree Deakins
* Dr. Tim Marsho, Tosa Pediatrics, BOD Vice President
* Mike Wichman, Sendiks

Guests

* Karen Garcia, BMO Harris

**7:30 am - Meeting called to order**

1. MidTown Madness Festival and 5K
   1. Date: July 20, 2018
   2. T shirts: Sara
      1. Received favorable quote from Steve Smith (Mequon)
         1. $1345 for 300 shirts
      2. Request a colored shirt: light green preference
      3. We will go with this vendor
   3. Timing/Scoring: Jeff
      1. Received quote from Absolute Timing
         1. $1000 minimum (covers 285 entrants, $3.50/entrant over that)
      2. Need to clarify how race day registrations are handled
      3. We will go with Absolute
      4. We also use “Run Sign Up” for online registrations; they are preferred by Absolute and cheaper than Active.com; Jeff will get this set up
   4. Sponsors:
      1. Confirmed amounts previously agreed to ($600 race sponsors, $1500 for presenting sponsor for festival)
      2. Cindy will solicit sponsors
   5. Awards
      1. Agreed on trophies for top M/F, 10 year age divisions, top 3 M/F in each division will receive medals
      2. Michael to check pricing at RCB Awards (80th and Capitol)
   6. PR/Marketing
      1. Jeff will alert dignataries (Mayor, Alders)
      2. Jeff will check with Run Tosa Run to see how they publiczed their race
         1. Posters, NAC, NextDoor, Running Stores, Running Calendar web sites, past participants (Sarah to check for emails), city web page, Chamber, West Now Community Newspaper, facebook, Library
   7. Other
      1. Marco Pollo not available
      2. Porta Potties ordered
      3. Cindy reported via email that the Library (Pete Loeffel) has offered their help and support in various ways: PR, volunteers, booth, race packets; Library also suggesst we come to one of their board meetings to talk about the event
2. Minutes from January 15, 2019 approved unanimously (Jesse motion, Tim seconded)
3. Treasury Update - Michael
   1. Bank balance around $7000
   2. We now have a debit card
4. Membership Update
   1. Results from our January mailing: 4 $300 Members, 2 $150 Supporters, 1 $40 Friend; Jeff will do a followup e-blast
5. Wauwatosa Chamber Showcase Recap and Board Opportunity
   1. January 17 event went well; lots of visibility and contacts for MidTown
   2. Jeff was asked to join Chamber Board to represent MidTown
6. Bylaws Proposed Changes
   1. Reviewed changes for timing of annual meetings and end of board terms (and definition of half of the board); no comments; we will vote on this in March
7. Master Plan Zoning proposal
   1. Jeff gave recap of Feb. 7 public meeting. There were about 15 attendees. 3 new zoning classifications proposed: Residential (RES), Transitional (TRN, both res and commercial allowed) and Mixed (MIX, for commericial core). Exclusion of certain business types discussed (e.g no drive thru’s). Allowed building heights discussed (MIX would be capped at 4 stories; today its C2 which has no limits)
   2. Comments will be reviewed by City Staff on Feb. 27 then proposed changes would go to April 8 Plan commission meeting with public comment (need to have board and business members there to support); we should submit letter of support (Jeff to draft for March discussion). Then Public Heating, Council Committes and Full Council. Could have final approval by late May/early June.
8. Banners
   1. Nothing new to report but contact made with local business (and MidTown resident) Rick Koster of Imprint
9. Next meeting
   1. Tuesday March 19, 7:30 am, Ray’s

**8:30 am – Meeting adjourned**