**MidTown Tosa**

**BOD Meeting Minutes**

**Tuesday, August 20, 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
* Cindy Seemann, Design Vision Optical

Guests

* Dr. Mark Crego, MidTown Dental
* Jen Ferguson, City of Wauwatosa, Economic Dev Manager

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

1. Minutes Review July 16,, 2019, unanimoulsy apporoved (Cindy motion, Sara second)
2. Treasury Update – Michael
   1. Bank Balance $6558.19
      1. Ths is net of Festival financials
      2. MidTown Madness had a net loss of $84.37
3. Membership Update
   1. New Member – Men’s Hair House
   2. Will also send invoice to Heartwood Healing
   3. Currenbty have 11, $300 members; 2, $150 supporters; and 1, $40 Friend
4. MidTown Madness Festival and 5K
   1. MidTown Madness had a net loss of $84.37
   2. Unanimously approved a $1000 donation to the Wauwatosa Library Foundation (Jeff motion, Sara second); Michael will deliver
   3. Comments and suggestions for 2020:
      1. Setup was good and went well
         1. Next year: block off area to avoid parked cars; use of No Parking signs
      2. 2 Food Trucks were no shows
         1. Iron Grate BBQ had 3 employees sick (emergency room visit)
         2. Lumpia ended up with a conflict and cancelled the night before
         3. Next year:
            1. Start earlier with recruitment
            2. Focus on MidTown food providers: Sendiks grill, Thai-namite, MidTown Grill, Lalli’s
            3. Ask for a deposit from food trucks
      3. Bottled water was a big hit (thank you Sara and AlignLife)
      4. Balloon guy was great
      5. Don’t have caricature person (not worth the cost)
      6. Bounce House was good
      7. **Do not hold a 5K**
      8. Consider a fall event (less competition)
         1. Afterrnoon hours: Noon to 5 pm (2 meals?)
         2. Sunday date (but only if it avoids a Packer game)
            1. Would need to wait until April to schedule (after NFL schedule comes out)
5. Master Plan Zoning approval process
   1. On July 30, Community Affairs Committee recommended approval of the plan, with 3 stories in the MID-MIX district
   2. On August 6, full Common Council approved the new zoning, with 3 stories in the MID-MIX district
6. Board Terms
   1. Tim, Sara and Jeff terms expire in December 2019
      1. Jeff will not continue, Sara is still deciding
7. Date for Annual Meeting
   1. Michael will look at room availability at Ray’s for December 2 and 9
8. Next Newsletter
   1. Jeff will draft next edition by end of September
   2. Featured business will be MidTown Dental; Mark to provide content
9. Banners
   1. Jeff will start the process by looking into the vendor who has supplied the Neighborhood Associations; as well as Rich Koster of Imprint (Chamber board member and located on Center St)
10. Next meetings
    1. No September Meeting!
    2. Tuesday, October 15, 7:30 am, Ray’s Growler Gallery

**8:30 am – Meeting adjourned**