



Board Meeting
Monday, December 14, 2020 – 4:30pm, via Zoom
Minutes

- The meeting was called to order by Ron Knaus at 4:36pm.
 - Present: Rob Kos, Ron Knaus, Kristina Eckert, Andy LaFond, Sam Azinger.
 - Absent: Amy Ollman, Nancy Egelhoff, Dan Umhoefer, Theresa Umhoefer, Jesse Daily, Marc Mrugala
- The November meeting minutes were approved by a motion by Kristina Eckert and seconded by Sam Azinger.
- Treasurers Report – Sam Azinger reported that the TBA remains in good financial shape. This time of year has little activity in the way of income or expenses. Although income was down this year, we were able to lower expenses to offset much of that income loss. The financial reports were approved with a motion by Kristina Eckert and seconded by Andy LaFond.
- Status of events:
 - Christmas Tree Lighting recap – Friday, Dec. 4. Ron Knaus reported that the event went very well. It was done as a drive through event with cars waving to Santa atop a TFD truck while handing in letters to Santa and coloring page contest entries. Village President Van Mobley was on hand to greet people. Marc Mrugala emceed the event with Christmas music played over a sound system. The tree was lit at 6pm and the while attendance was down due to the pandemic, the public was very appreciative of the event. Amy Ollman and crew members at Remington's judged the coloring contest entries and awarded prizes.
- Other business
 - Tonight Ron Knaus and Rob Kos will be giving the Village the annual TBA report. This report talks about the past year's events and the plans for the next year.
 - Rob Kos reported that the TBA Facebook page is a good outlet to highlight and share information and activities by TBA members and others that may be of interest to our audience. Rob will work at finding these items to share and everyone is encouraged to reach out to Rob to make him aware of these items.
 - Wild Planet Hospitality Group has made a proposal to open a Beer Garden in Village Park, with light snack type foods. They are proposing 7 days a week from May 1 – Oct. 30, 2021. The proposal calls for Wild Planet to handle all aspects of the beer garden including staffing, park improvements, supplies, payment of all permits, licenses, sales taxes, etc. They would pay the Village a portion of their revenue. At this early stage, it is not clear if there would also be a payment made to the TBA. On days that the TBA already has events in the park (food trucks, Village Market, etc.) they would operate the event, but pass through all of the profits to the TBA. They love the location, believe it would do very well and be a benefit to the community. The proposed improvements to the park are substantial and show a commitment to Thiensville.

While the proposal is impressive, we are concerned about the possible negative impact on our existing local businesses. This may compete with our local food and beverage establishments who will be reliant on their ability to serve outdoors in the warmer months. The flip side of this is that a beer garden may bring new people to Thiensville, which is a benefit to all.

It was decided that Andy LaFond, on behalf of the Village will respond to the proposal by saying that we are interested in the possibility of a relationship but at this time we feel that it would be better to find a way to start a relationship with a less all encompassing proposal. Perhaps with fewer targeted events.

We will put this on the agenda for discussion at the Annual Meeting, to be held on January 11, 2021.

- The TBA Annual Meeting will be held on Monday, Jan. 11, 2021 via Zoom. TBA members and the public will be invited to attend.
- The meeting was moved to a closed session without Rob Kos.
- The meeting was adjourned by Ron Knaus.