

**Downtown Whitewater Inc.
Board of Director's Meeting Minutes
Wednesday, June 26, 2013, 8:00 am
Discover Whitewater, Conference Room
150 W. Main Street, Whitewater, WI 53190**

Present: Joe Jaquess, Kristine Zaballos, Glenn Grabauer, Kim Schraime, Tami Brodnicki, Rob Boostrom, Roni Telfer, Nate Parrish

Absent: Tyler Sailsbery, Pete Hill, Cameron Clapper

David Saalsaa called the meeting to order at 8:08 am.

Group reviewed the Next steps from last meeting:

- Nate will close the special events, small money market, and merchandise settlement accounts - Done
- Nate will work with Tami to divide up QuickBooks work - Tami did the Quickbooks
- Tyler will invite DTWW board members, Tami to QuickBooks training when he schedules it for his staff -
- Tyler will work with Tami to set up a WordPress home page for Discover Whitewater that is a portal for the three entities and can host the Digital Whitewater map
- Cameron will work with the city and council to host a parking meeting that takes place before 10:00 a.m. or after 5:00 p.m. and includes downtown business and property owners, DTWW, the police, Council, Chamber, and other stakeholders – working on it
- Tami will contact Ron Binning and Alvin Rensch about Digital Whitewater's announcement and Kristine will work with them and UWW -- possibly including their videographer -- to support a press release, press conference, and/or video clip – not happening soon
- Kristine will draft an updated downtown survey based on ER's input, circulate it with the board, contact Rob Boostrom for UWW support (survey design, access to full online survey account), and then bring results back to ER – on hold given the Sweetspot survey. Keep this on next steps
- Executive Board will proceed with the educational presentation on BIDS with UW-Extension – working on it
- (From April meeting) Pete will bring farmer's market idea to ER

ACTION ITEMS

- Approval of agenda, moved by Kristine Zaballos and seconded by Rob Boostrom. Approved.
- Approval of minutes from May 22, 2013 – moved by Kristine Zaballos and seconded by Rob Boostrom. Approved.
- Treasurer's report – Nate. Profit/loss report out from Quickbooks. Tami reconciling reports. Raffle income to be corrected. Need print out of income in progress to report to the city. **Motion** to approve treasurer's report moved by Kristine Zaballos and seconded by Rob Boostrom. Approved.
- Note: 2012 tax return was filed.

- Moved by Kristine Zaballos and seconded by Rob Boostrom that Nate get quotes from 4 institutions to get best rate for CD coming due. Motion approved.
- Proposed tree planting at library – Kristine. To plant a tree at library from Chamber, Tourism, & DTWW in memory of Fred Kragee. Plaque to come later paid by family. This proposal is to be approved by joint board and each individual board. Rob Boostrom moved and Kim Scharine seconded approval. Approved.
- Proposal to extend Base Camp use – Kristine/Tami. DTWW has signed up for an additional month. It was moved by Kristine Zaballos and seconded by Rob Boostrom to extend commitment for 90 days/ \$20 month, (to October 23) with cost to come from budgets of each of the standing committees. A report on whether to continue use for next year is to come to the board in September meeting. Approved.
- Recommendation from Org Committee RE: Committee Structure – Kristine. Kristine Zaballos moved the recommendation from Org Committee for the following:
 - 1) Prohibit ED from serving as chair of a committee
 - 2) Every board member serves on at least one committee
 - 3) encourage at least one board member on each committee to serve as chair but will at least serve as co-chair. Seconded by Joe Jaquess. Approved.

COMMITTEE REPORTS

- Design (Dave): Sign for Discover Whitewater window was approved by committee. Color choices approved. \$550. Façade grant: \$250. Cost to come from the 3 entities: \$250. DTWW anonymous donor is paying the DTWW portion.
- Organization (Kristine): Prioritizing how org will address the items noted in progress report. **Volunteer luncheon – September 19, 12:00 – 1:00pm** (food donated) Armory.
- Promotions (Tami): Post Pig in Park meeting tomorrow. Will report next month.
- Economic Restructuring (Tami): Update with Josh about getting background for market analysis.
- Fund Raising (Nate): - **next meeting July 2, 9:00 am, Discover Whitewater Office.** Follow up on potential pledgers. What to do for additional fund raisers.

DISCUSSION ITEMS

- President's report:
 - Meeting with Tourism-Chamber-DTWW. Joint oversight committee. Cleaning, maintenance, - schedule volunteers. Facility hours (M-F, Saturday during events) website combined. Open house to come (after painting et al). Cards printed from Discover Whitewater.
- Director's report:
 - Website – met with Tyler and reviewed possibilities for *Discover Whitewater* joint site. Tyler will host – getting information to transfer URL.
 - Two new businesses coming in: The Bait Shop ; Aranda Unique Clothing (women's clothing)
 - Eastgate project update meeting yesterday. Work will be April through the fall
 - Main Street awards – due July 17. – Tami will forward to committees.

- Pangea project update (Tami) – Have base map. Where to go from here? Will meet next month.
- BID update (Nate) – Working with Josh to do meeting.
- Progress Visit Report – (emailed to all board members) – David – Highlighted elements we are already working on and need to work on. (Next Step – Bd Members review; agenda item next time) Kristine will put it into a grid/spread sheet. How will it go to committees? Disseminate to committees.
- Strategic planning (Roni)- reviewed chart; (emailed to board members 6/20/13) Establish strategic planning meeting in mid August.

FUTURE AGENDA ITEMS

Next update to Council – August 20.

NEXT STEPS

- Budget development to be done by October.

Next Board meeting: July 24, 2012, 8:00 am, Discover Whitewater, Conference Room