

**Downtown Whitewater
Board of Director's Meeting**

Discover Whitewater Conference Room, 150 W. Main Street
Thursday, April 28, 2016, 8-9:30 a.m.

Agenda

Present:

Absent:

NEXT STEPS

- Lisa and Kristine will add Wise Owl to DTWW website
- Courtney will reach out to Sara re: website update and possible switch to non-Wordpress site
- Chris will find out when last inspection of the White Elephant was
- Kristine will look at Platteville experience re: building investment and send to Garrett, Courtney ✓
- Sara and Mark will revisit questionnaire and send it to Courtney to get it out
- Kristine and Courtney will do training for new board members before April board meeting
- Kristine will send out Doodle for new board meeting times ✓
- Courtney will share out Wisconsin Main Street online chatter opportunity with board members ✓
- Kristine and Courtney will reach out to AMA/Jimmy re: downtown branding

HOUSEKEEPING

- Approval of agenda:
- Approval of minutes from February meeting:

ACTION ITEMS

- Election of Executive Board (Courtney)
 - Proposed slate: Kim Scharine, president; Lisa Dawsey, vice president; Garrett Smith, treasurer; Kristine Zaballos, secretary
- 2016 board meeting dates and times (Kristine)
 - Suggestion to stay with current schedule
 - May 26; June 23; July 28; Aug. 25; Sep. 25; Oct. 27; (Nov. 24); Dec. 22

REPORTS

- President's report (Kim)
- Treasurer's report (Garrett)
- Director's report (Courtney)
- Design report (TBD)
- Promotion report (Joe)
- Committee formerly known as ER (Sara, Mark)
- Whitewater City Market (Kristine, Courtney, Lisa)
- WiFi/Broadband (Sara)
- Festival guidelines (Courtney, Kim, Kristine)

DISCUSSION ITEMS

Upcoming events:

May 3: First Whitewater City Market

May 13: Downtown cleanup, 8-10 a.m. (UWW Graduation on 5-14)

May 18: Main Street Festival meeting at Studio 84 at noon
May 23-25: National Main Street Conference, Milwaukee
TBD Move-out Day
June 11: Downtown cleanup, 12-3:30 p.m. (with Leadership group)
July 1: Downtown cleanup 8-10 (July 4th festival July 1-4; opens 5 p.m. on July 1)
July 1-4: July 4th Festival
August 5: Downtown cleanup, 8-10 (Brat Day/Maxwell Street Days 8-5 and 8-6)
August 5-6: Maxwell Street Days
August 26: Downtown cleanup, 8-10 (UWW move-in Sunday, 8-28 through Tuesday)
September 9: Downtown cleanup, 8-10 (Main Street Festival 9-10)
September 10: Main Street Festival
October 7: Downtown cleanup, 8-10 (UWW Family Fest 10-8)
October 21: Downtown cleanup, 8-10 a.m. (UWW Homecoming 10-22)
October 28: Downtown cleanup, 8-10 (Trick or Treat the Triangle 10-28)
November 26: Small Business Saturday
December 2: Downtown cleanup, 8-10 (Christmas Parade of Lights 12-2)

Next agenda items:

2016 board meetings (tentative):

May 26; June 23; July 28; Aug. 25; Sep. 25; Oct. 27; (Nov. 24); Dec. 22

Recent donations: