

**Downtown Whitewater, Inc.  
Board of Directors Meeting Minutes  
Tuesday, August 9, 2011 – 8:00 a.m.  
Whitewater Municipal Building, 2nd Floor – Lakefront Room  
312 West Whitewater Street Whitewater, WI 53190**

**Board Members Present:** G. Hale, B. Gayhart, D. Saalsaa, J. Kachel, J. Miller and B. Miller

**Others:** T. Brodnicki, J. Clements

- Call to Order at 8:00 a.m. by President Geoff Hale
- Approval of Agenda: Motion by B. Gayhart, Second by J. Miller, unanimous
- Approval of July 12, 2011 Minutes: Postponed
- **President's Report (G. Hale):** Stressed the critical need to accomplish fundraising goals before the end of the year; sending letter to Mercy Medical requesting \$10,000 donation; current pledges outstanding total \$7,500; request to T. Brodnicki for new pledge forms; Kim Scharine has resigned from the Board; this leaves two open seats on the Board
- **Financial Report (J. Kachel):** Update regarding financials
- **Strategic Planning** (J. Clements): Postponed until October Board Meeting; planning on 3-4 Hours; the draft of the Vision Statement will be circulated to the Board review and comment at the September Board Meeting; stressed the need to do another public relations campaign requesting input from the public
- **Director's Report (Brodnicki Executive):** Discussion regarding advantages of a Main Street Alliance vs. Downtown Action Council; Downtown Whitewater again received National Main Street Accreditation from the National Historic Trust; this makes every year since the creation of Downtown Whitewater; our Pork in the Park event website is up and running; the Value Card website is up and running, and the presentation to participating merchants will be held on August 10, 2011; we will again have a Fall Intern until the \$1,000 budget allocation is exhausted; the building occupied by Tainted Love is for sale—no information available regarding whether or not the business is also for sale; Jaguar Computers will also be closing their doors for business in two months
- **Old Business:**
  - Social Media Policy
    - Kevin requested a social media policy, item tabled until next board meeting.
  - Parking Survey Results
    - Tami handed out results of survey from merchants, will also report results at next common council meeting
- **New Business**
  - Gateway Photo Simulation Payment Discussion
    - There is confusion about what plan is going to be used, when the construction will start and why DTWW would help pay for a design that will never come to fruition. A motion to rescind payment to help offset cost of photo simulation by Jim Miller and second by Bud Gayhart. Tami will set up meeting between Kevin, Mary, Roni, Dave and herself to discuss options
  - Downtown Action Council
    - Tabled until next meeting
- **Committee Reports**
  - **Design (Saalsaa)**

- Dave shared information and presented a sign promoting the funding of façade grant restoration projects and how DTWW helped make it possible
- **Economic Restructuring (Kachel)**
  - Jon talked about the Think Whitewater Buy Local program. The value cards, where and how we will distribute them
- **Organization (Brodnicki)**
  - Organization committee is working on next year's work plans. Annual update and elections have been pushed to next year so Org's committee calendar has been freed up
- **Promotions – No Report**
  
- **Future Agenda Items**
  - Fundraising (Presidents Report), Downtown Action Council, Vision Statement, Photo Simulation
- **Adjourn**
  - Motion to adjourn by B. Gayhart and second by J. Miller

**Next board meeting is Sept. 13, 2011 8:00 am at 312 West Whitewater Street, Whitewater, WI 53190**