

Downtown Whitewater, Inc.
Board of Directors Meeting Minutes
Tuesday, December 13, 2011 - 8:00 am
Whitewater Municipal Building, 2nd Floor, Lakefront Room
312 West Whitewater Street, Whitewater, WI 53190

Board Members Present:

Geoff Hale, Jon Kachel, Dave Saalsaa, Kevin Brunner, Roni Telfer, Dennis Salverson and Jim Miller

Board Members Absent:

Bonnie Miller, Bud Gayhart & Nate Parrish

- **Approval of Agenda**

Motion by Dave Saalsaa to approve agenda and second by Jon Kachel, unanimous

- **Approval of Minutes for November 8, 2011 Minutes**

Motion by Dennis Salverson to approve November 8, 2011 minutes and second by Jon Kachel, unanimous

- **President's Report (Hale)**

Geoff talked about the Christmas Parade and different elements we could add for 2012, one being picture taking.

- **Fundraising**

Discussion on the \$50,000 that DTWW has to raise each year along with items that can and cannot be counted as in-kind, and what in-kind is the same as cash. Request to have clarification of in-kind put on next month's agenda. Kevin said there would be a new MOU between DTWW and the City of Whitewater. Still waiting to hear back from FCCU, Mercy Health Care and Dave Saalsaa reported that Jim Schumacher still hasn't heard back from the corporate office

- **Possible Board Members**

Geoff reported that Glenn from Associated bank and Christ Christon are both possible candidates for upcoming Board election, Roni reported that Pete Hill from UW-W may be interested in running for a Board position and that he was heavily involved in his local Main Street program, possibly someone from the marketing department, Roni will talk to Chris Clements and lastly Roni will contact John Chenoweth to see if an intern is possible for website

- **Treasures Report (Kachel)**

Jon presented financials and discussions arose on how to present in-kind donations and how to best show all donations on an excel spreadsheet.

- **Executive Directors Report (Brodnicki)**

Tami reported she is working with the organization committee to finish Accreditation Packet for the state and the DTWW Annual report for Council

- **Committee Reports**

- **Design (Saalsaa)** – Completed float for Christmas parade, Adopt-a-Block program being ran by Design committee member Richard Helmick and UW-W Partner Rick Daniels is starting off slow but will continue for a few more months then evaluate again in spring

- **Organization (Brodnicki)** – Completing Accreditation Packet for State, Annual Report for Council, planning annual membership meeting that is scheduled for Thursday March 8th from 6pm to 9pm at Lakefront Pub

- **Economic Restructuring (Kachel)** – Jon reported on Think Whitewater Buy Local website, Mike Frawley possibly donating money to pay for an intern and discussed Denise from the SBDC providing training and education

- **Promotion (Brodnicki)** – Nothing to report

- **501 C 3**

Tami will send out information to Board on 501 C3

Motion by Dennis Salverson to have a line item on 2012 budget for \$3,000 to pay for Attorney for a new 501 C3 application if needed, second by Jon Kachel, unanimous

- **Approval of 2012 Work Plans**

- Promotion

- Economic Restructuring

Motion by Kevin Brunner to approve 2012 Promotion and Economic Restructuring work plans, second by Jon Kachel, unanimous

- **Future Agenda Items**

MOU with City, changing bylaws to accommodate a wider selection of new board member candidates, clarifying In-kind donations, website maintenance and development and 2012 Budget

- **Adjourn Board Meeting**

Motion by Dave Saalsaa to adjourn, second by Roni Telfer, unanimous

Next board meeting is Jan. 10, 2011 at 8:00 am at 312 West Whitewater Street, Whitewater, WI 53190