

Downtown Whitewater, Inc.
Board of Directors Meeting Minutes
April 25, 2012 - 8:00 am
Whitewater Municipal Building, 2nd Floor, Cravath Lakefront Room
312 West Whitewater Street, Whitewater, WI 53190

Board Members Present: Dave Saalsaa, Rob Boostrom, Roni Telfer, Jon Kachel, Geoff Hale, Kevin Brunner, Nate Parrish, Dennis Salverson and Kevin Paynter

Board Members Absent: Bonnie Minette and Christ Christon

- **Approval of Agenda**

Meeting was called to order at 8:00 am

- **Approval of Minutes for February 22, 2012 Minutes**

Motion by Salverson to amend and approve February minutes, second by Saalsaa, motion passed

- **Approval of Minutes for March 28, 2012 Minutes**

Motion by Salverson to approve March minutes, second by Parrish, motion passed

Pete Hill, new board member, introduced himself and board members introduced themselves to Pete.

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

- Fundraising

Geoff announced the Fund raising – Meeting is at 7:00 am, May 2.

He also challenged each board member to make two funding contacts between now and next meeting. He asked for other suggestions for the organization.

1. Roni suggested that the board approve a regular cleanup for downtown in which people can meet each other while also cleaning downtown. (Design committee set up schedule) Approved

2. David suggested that at a future meeting the board look at “our roots” and what we need to get back to.

3. Jon –suggested a need to address fund raising ASAP. Get to people and raise \$60,000.

4. Kevin Brunner suggested DTW should be doing something major every year so that you can point to what you are doing. Possibly public art; public fund-raiser event; (comedian)

- **Treasures Report (Kachel)**

Jon presented the Treasurer's Report. Approved

- **Form 990 Federal Tax Return Extension Discussion**

Still working on getting fine dismissed from the filing of the 2010 990 form.

- **501 C3 update**

The attorney is working on our 501.3.c application, rewriting it to fit needs. We need letters from City of Whitewater, Landmarks Commission, Whitewater Arts Alliance and the Historical Society regarding our partnerships. She is rewriting the narrative and will come back with the rewritten version.

- **Discussion on Free Parking on Saturdays Afternoons**

Kevin Brunner raised the question of enforcing limits on downtown parking on Saturdays. A councilmember had asked if enforcement was necessary after a concern raised by a downtown business owner. The consensus was that there are no parking issues after 5pm but if the afternoon enforcement is not enforced, residents and owners will park downtown without time limits and customer parking will not be available. Results of the parking survey support this.

Kevin announced that commuter bus service to and from Janesville will be starting soon with a stop downtown at City Hall at 6am, 1pm 10 pm. The Whitewater Innovation Express is funded by Generac, UWW, and Whitewater City. Generac has added 400 jobs in Whitewater and is the primary funder of the service.

North Street Bridges will be finished this month. A celebration is being planned.

The Ped-Bike trail is going in.

Depot restoration will take place over the next 5 months.

The city has had complaints about dog droppings. These have been referred to the police. David noted that although there are bags for the droppings there are not many trash cans throughout the

downtown area for waste of any kind. Kevin will look into getting more trash cans around the downtown area.

- **MOU**

MOU is done but needs to be signed by Geoff Hale

- **Landmarks Commission**

David raised concern about the letter sent by the DTW president to the common Council and others about an issue with the Landmarks Commission. David noted that in our by-laws it stipulates we cannot lobby for or against legislation.

Geoff will send a letter to council to indicate that he was signing for himself not for the DTWW.

- **Thank you letters or cards to donors**

Thank you cards to donors were written and circulated for signatures during the meeting.

- **Executive Director Report (Brodnicki)**

- Wisconsin State Awards Recap

Jim Stewart was awarded Best Business Citizenship; Geoff Hale was awarded honorary board member; Ron Binning was awarded honorable mention. Geoff Hale was also awarded Honorary Chair by the State.

The Organization Committee is planning a Volunteer Recognition Luncheon for June 14.

The Pig in the Park will be September 21 – 22 and is being organized by the Promotion Committee.

- **Committee Reports**

- Design (Saalsaa)

Downtown vegetation work – Design is working with city staff and outside sources to develop recommendations for replanting and maintenance and a public information plan regarding trees and other vegetation downtown. There needs to be diversity in the species. David reported what has been done so far. There are 19 trees downtown (16 needs to be replaced). Goal: To develop a comprehensive plan WITH Chuck to provide support now and during the pruning.

- Organization (Brodnicki)

(See Tami's report)

- Economic Restructuring (Kachel)

Jon reported that the IRS has issued a penalty for Form 990 not being filed on time. The penalty is being appealed.

Jon reported that ER is doing a downtown real estate inventory.

- Promotion (Brodnicki)

(See Tami's report)

- **Future Agenda Items**

1. David raised the need to go back to our roots discussion. Tami will get the executive summary of the original affinity dots exercise used in initial planning.
2. Landmark commission update (Kevin Brunner)
3. Bring back 2 fund raising contacts
4. Bring back 2 new ideas for the organization.

- **Adjourn Board Meeting**

Next board meeting is May 23, 2012 at 8:00 am at 312 West Whitewater Street, Whitewater, WI 53190