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Downtown Whitewater, Inc.
Board of Directors Meeting Minutes
Wednesday, March 27, 2013, 8:00 am,
2nd Floor, Cravath Lakefront Room
312 West Whitewater Street, Whitewater, WI 53190

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Present: Cameron Clapper, Pete Hill, Kim Scharine, Kristine Zaballos, Geoff Hale, Glenn Gebauer, Joe Jaquess, Rob Boostrom, David Saalsaa, Roni Telfer, Tami Brodnicki, Latisha Birkeland, Josh Clements

Absent: Nate Parrish, Tyler Sailsbery

President Geoff Hale called the meeting to order at 8:00 am.
- Approval of Agenda: Moved by David Saalsaa, seconded by Pete Hill; approved.

- Approval of minutes for February 22, 2013 (Correction: Glenn was present): Moved by David Saalsaa and seconded by Cameron Clapper; approved.

- Introduction of new Board members: Kristine Zaballos, Kim Scharine, Joe Jaquess

Election of Board officers:
- Roni nominated David Saalsaa as President; approved unanimously;
- Joe Jaquess nominated Kristine Zaballos as Vice President; approved unanimously;
- Kristine Zaballos nominated Roni Telfer as Secretary, approved unanimously;
- David Saalsaa nominated Nate Parrish as Treasurer, approved unanimously.

- **Time/date of future meetings:** 4th Wednesdays, 8:00 am

- **Strategic planning session date & time:** April 12, 7:30-9:30am DTWW Inc.

- **Approval of Treasurer's report, budget:** Nate absent; Tami presented update.
  Action: Approved.

- **Approval of MOU with city:** Kristine offered the following suggestions:
  - Note that City manager is a member of the DTWW Board;
  - Include definition of Downtown Whitewater area;
  - Clarify number of marketing/advertising campaigns;
  - Review plans to be included;
  - Verify funding details, including whether in-kind is to be included.

  Cameron will address suggested revisions and send revisions via email for all board members to review.

- **Approval of request from Design Committee for Council permission to write a grant for development of a landscape plan for Downtown Whitewater.**
  David presented.
  Action: Approved.

- **Approval of recommendation to Council regarding relocation of trees).**
  Action: Item tabled for design committee to revise resolution given discussion elements (see Feb 25 minutes of Design).

- **Presentation regarding market analysis and requested approval to participate in market analysis project (Josh Clements).**
  Rob Boostrom moved and Cameron Clapper seconded that DTWW endorse the process for conducting a local market analysis. Cost to be incurred by CDA & city. Request was made to include ways to isolate the downtown retail in particular.
  Action: Unanimously approved.

DISCUSSION ITEMS
- **Update on zoning rewrite process (Latisha).**
  B2 zoning: First floor residential (commercial storefronts, not residential). Will take information back to zoning discussion. Board requested more discussion at a future time with building inspector Greg Noll.
- **Make a difference Day:** Will include Downtown clean up Need site supervisors – 12:00 – 3:00pm
- **President's report:** Fundraising update
- **Director's report:**
  - o Update on the move to put the Chamber, Tourism, and DTWW together.
  - o Website: still not working right; will coordinate as one.
  - o Copier issues.
  - o Amending bylaws.
  - o Parking study possibility.
- **Update on raffle (Nate)**
- **Update survey of businesses:** decided to bring this item to strategic planning meeting.
- **Committee reports**
  - o Design
  - o Promotions
  - o Organization
  - o Economic Restructuring – bring to strategic planning meeting.
- **Future agenda items:**
  - o DTWW policy re: sponsorship of other orgs' events
  - o Procedure for electing board members; eligibility for the board; conflict of interest, recusals
  - o Pursuing of 501.c.6. status
  - o Websites/copiers (Tami prep ahead of time)
  - o Amend the by-laws to reflect changes: Check bylaws on the procedures (email ahead of time).
  - o Strategic Plans

Meeting adjourned at 10:28 am.

Next Board Meeting: April 24, 2013, 8:00 am, in Discover Whitewater conference room.