

Downtown Whitewater Inc.
Board of Director's Meeting
Monday, July 29, 2013, 8:00 am
Discover Whitewater, Conference Room
150 W. Main Street, Whitewater, WI 53190

Minutes

Present: Cameron, Kim Scharine, Pete Hill, Nate Parrish, Joe Jacquess, Dave Saalsaa, Kristine Zaballos, Tami Brodnicki, Rob Boostrom

Not present: Glenn Gebauer, Roni Telfer, Tyler Sailsbery,

Next steps:

- QuickBooks work (Nate and Tami) – *Back entry information is up to date*
- Invite DTWW board members, Tami to QuickBooks training (Tyler) – *Keep on agenda*
- Set up a WordPress home page for Discover Whitewater that is a portal for the three entities and can host the Digital Whitewater map (Tyler) – *Ariah has emailed; Tyler will do when he gets back; KZ will contact*
- City host a parking meeting that takes place before 10:00 a.m. or after 5:00 p.m. and includes downtown business and property owners, DTWW, the police, Council, Chamber, and other stakeholders (Cameron) – *Focused on specific parking issue of Whitewater; Cameron will ask Council for desired next steps*
- Kristine will draft an updated downtown survey based on ER's input, circulate it with the board, contact Rob Boostrom for UWW support (survey design, access to full online survey account), and then bring results back to ER; on hold given the Sweetspot survey. – *Kristine and Pete and Rob will meet with Jon Kachel before August 15 to discuss goal*
- Farmer's market idea to ER (Pete) – *Pete will bring idea to ER to develop a plan*

ACTION ITEMS

- Approval of agenda – Moved by Rob Boostrom, seconded by Nate Parrish; approved
- Approval of draft version minutes from June 26, 2012 – Moved by Rob Boostrom, seconded by Nate Parrish; approved
- Jack Hannah fundraiser decision (Kristine, Nate, Dave, Tami) – Moved by Rob Boostrom, seconded by Nate Parrish to move the show to the spring; approved
 - October 23 vs. April 7 options discussed
 - April 7 or similar spring date decided
- Pangea project recommendation (Tami) – Moved by Rob Boostrom, seconded by Nate Parrish that Economic Restructuring Committee take on the task of updating the Pangea site; approved
 - Tami will contact Ron to set up a meeting of investors
 - DTWW offers to manage updates going forward (except possibly Fairhaven)
 - ER to provide oversight; UWW provide an intern

DISCUSSION ITEMS

- President's report

- Update on major supporter road show: First Citizen's State Bank and University of Wisconsin - Whitewater
- Amend Commercial Bank to be Kachel Foundation/Mike Kachel
- Treasurer's report
 - \$32K shortfall in fundraising; just got pledges in for \$7K combined
 - Spoke to Danielle at Fort Community Credit Union; just want input into how funding will be used; CD rolled over to another year
 - Profits & Loss Report through June 28 handed out
- Director's report
 - Pig and the Park
 - \$1,963.85 was profit
 - Next year's date: June 20–21, 2014
 - State awards
 - October 25 in Wausau
 - Total of 5 entries, plus volunteer of the year and honorary board member
 - QuickBooks
 - Makers Space
 - Brienne Brown, Jim Caldwell, Geoff Hale, Deborah Blackwell/Studio 84, library representative, Tami to Milwaukee (David Buggs)
 - Library has an interest in a mobile makers space
 - Denise/Innovation Center interested in collaborating
 - Meeting with Brienne and Deborah Blackwell 8/1/13
 - SpaceFederation serves as organization that supports makers space efforts
 - Cameron would like to be involved; Sara Bregant on Council also interested
 - Related efforts on literacy space
 - Rob offered to lead effort; Kristine suggested a project group consist of at least one member from each team
 - Social media training with downtown businesses
 - Working with Leon on website
- BID update (Nate)
 - Last 2 weeks of September, first week of October suggested
 - Before 10 am or after 5 pm
 - List dates to avoid
- Strategic planning, Main Street visit, annual schedule update (Kristine)
 - Kim traveling 8–19
 - Roni not back until 10
 - Kristine and Peter away 12–14
 - Cameron away 21–24
 - Nate not Thursday evenings
 - No date is available: Roni will try to arrange a strategic planning date

COMMITTEE REPORTS

- Design (Dave)
- Organization (Kristine)
- Promotions (Tami)

- Economic Restructuring (Pete)

FUTURE AGENDA ITEMS

- Pangea update

NEXT STEPS

- Tami will contact Ron Binning about a meeting with Pangea cohort to discuss next steps
- Roni will finalize June 26 minutes and send to board, city
- Kristine will speak to if Jack Hannah could do a second show on April 7
- Kristine will speak to Jeff Arnold re: next steps
- Pursue April 7 Hamilton option and spring ILY \$20K option
- Kristine will let Kate know October 23 is off
- Board asks ER to discuss ongoing updates and support for Pangea project
- Rob will take the lead on Maker's Space project
- Tami will send Assessment visit results to committees
- Kristine will send dates to Josh Clements
- Kristine will follow up with Roni regarding lack of dates for strategic planning meeting

Next fundraising meeting: Tuesday, August 6, 9 am, Discover Whitewater Conference Room

Council meeting update: Tuesday, August 20, at 6:30 pm

Next board meeting: August 28, 2013, 8:00 am, Discover Whitewater Conference Room

Volunteer luncheon: Thursday, September 19, 12–1 at Armory