

**Downtown Whitewater Inc.
Board of Director's Meeting
Minutes**

Wednesday, January 22, 2014 8:00 am
Discover Whitewater Conference Room
150 W. Main Street, Whitewater, WI 53190

Present: David Saalsaa, Joe Jaquess, Kim Scharine, Kristine Zaballos, Nate Parrish, ,
Cameron Clapper, Chris McDonnel, Roni Telfer, Rob Boostrom, Tami Brodnicki

Absent: Tyler Sailsbery, Glenn Gebauer, Mark Wokasch,

NEXT STEPS:

- Kristine will look at UW-W proposal and suggest expenses to include- **in process**
- Kristine will send Blake Scharine and Scharine Group a thank you note- **in process**
- Kristine will bring blank cards to next board meeting- **in February**
- Dave will forward Kachel memo email to board - **done**
- Kristine will post Kachel notes to Basecamp - **done**
- Tami will update calendar, etc. next month- **done**
- Tami will send Kristine a list of addresses for the fundraising letter - **done**
- Kristine will bring draft evaluation to Org, bring draft to January meeting- **in February**
- Kristine will add email update option to DTWW brochure - **to be done**
- Kristine will ask Dave and Mark for feedback on committee agenda format - **to be done**
- Roni will send notice around re: new meeting date in December - **Cancelled December meeting**

ACTION ITEMS:

- Approval of Agenda: Rob Boostrom moved and Nate Parrish seconded; approved
- Approval of minutes from November 27 board meeting: Joe Jaquess moved and Rob Boostrom seconded; approved
- Approval of 2014 budget (Nate explained): Joe Jaquess moved and Rob Boostrom seconded; approved
- Approval of committee, chair, and action plan for Jack Hanna Show (no action)

Discussed Hanna show: Date is confirmed - April 7, 2014,
Room commitment at UWW was confirmed with Jan Bilgen
Need to send a request to Chancellor regarding costs.

Committee: Mark, Jay, Jan, David, Kristine, Tami, Rob, Nate, Kim, Roni, Park & Rec rep. Roni will do logistics communication with UWW.

To be determined: Timing of shows, ticket prices, details of event

Hanna committee meeting: **Wed, Jan 29, 8:00 am DTWW**. David will notify members.

DISCUSSION ITEMS

- President's report (David)
- IRS Update: David reported **WE GOT 501c3 STATUS!**
- -David will notify Whitewater Foundation of our 501.c.3 status

- -A press release regarding fundraising will notify people to make checks payable to Downtown Whitewater Inc.
- Annual review – Exec committee will put review together (timelines, goals,)
- Treasurer’s report (Nate)
- Letters went out to all pledges(27)
- Fund raising committee contacting those who have donated but not pledged.
- Director’s Report (Tami)
- Update on changes at state level
- Meeting with Curves; Yogurt Shoppe, and Fratelli’s Italian Restaurant (Day & Nite) open
- Gateway Project to begin in May & go to October.
- Pangea – almost ready to start phase 2.

COMMITTEE REPORTS:

- Design (Dave)
 - Actively working on grant for streetscape plan
- Organization (Kristine)
 - No report
- Promotions (Joe)
 - Will work with Fundraising on May Raffle/Silent Auction and 50/50 raffle
- Economic Restructuring (Cameron)
 - No report

AROUND THE TABLE

Roni noted an Art fair is being planned for August 1

Discussed Digital Whitewater possibilities

Need to get website up! – Committee will meet and make decisions and report back in February.

Noted that Chris McDonnell will be managing the re-routing of traffic during Gateway Project. Get events throughout the summer to him for routing.

NEXT STEPS

- Promotions will bring up Move-In Day event at the next committee meeting
- Kristine will look at UW-W proposal and suggest expenses to include
- Kristine will send Blake Scharine and Scharine Group a thank you note
- Kristine will bring blank cards to next board meeting
- Kristine will bring draft evaluation to Org, bring draft to February meeting
- Kristine will add email update option to DTWW brochure
- Kristine will ask Dave and Mark for feedback on committee agenda format
- Rob, Kristine & Tami will get together to coordinate using one document regarding thanks you notes et al.
- An acknowledgement to Melissa for the legal work done in the successful 501c3 application will be discussed at February meeting
- David will talk to absent board member
- Tami will send out a document identifying Bd members’ terms.
- All board members are asked to talk to potential board members for the March election.

Meeting adjourned at 9:42 am.