

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

Wednesday, February 26, 2014 8:00 am  
Discover Whitewater Conference Room  
150 W. Main Street, Whitewater, WI 53190

Present: Tracy Wilson, Kristine Zaballos, Joe Jaquess, Nate Parrish, Jeff Knight, Glenn Grabauer, Kim Scharine, Mark Wokasch, David Saalsaa, Rob Boostrom, Roni Telfer

Absent: Cameron Clapper, Tyler Sailsbery

**NEXT STEPS:**

- Promotions will bring up Move-In Day event at the next committee meeting – to do
- Kristine will look at UW-W proposal and suggest expenses to include – to do
- Kristine will send Blake Scharine and Scharine Group a thank you note -done
- Kristine will bring blank cards to next board meeting – done (waiting for new board members)
- Kristine will bring draft evaluation to Org and to February Board meeting - tabled
- Kristine will add email update option to DTWW brochure - tabled
- Kristine will ask Dave and Mark for feedback on committee agenda format – to do
- Rob, Kristine & Tami will get together to coordinate using one document regarding thanks you notes et al. – in process; have met.
- An acknowledgement to Melissa for the legal work done in the successful 501c3 application will be discussed at February meeting – Kristine will deliver the basket; Joe, Roni, Kim will gather items(a gift basket, flowers & wine)
- David will talk to absent board member - done
- Tami will send out a document identifying Board members' terms.- done
- All board members are asked to talk to potential board members for the March election. - continue

**ACTION ITEMS:**

- Moved Jeff & Tracy Wilson(asst. race director) discussion of Discover Whitewater Half-Marathon to first on agenda.
  - Race date: September 21, 2014, (builds to Chicago & MKE Marathons)
  - Distributed \$25,000 to partners in 2013(UWW athletics [volunteers], W3, WUSD(academic excellence), Bethel House, Aquatic Center) Spent \$14,000 in marketing in Chicago area (UWW, tech park, ) Focus on special, safe, athletic event.
  - Need entertainment on the course and after the event. (**Bethel House** working on it)
  - Need yard signs to advertise and communicate.
  - Bells being sold by **W3** for sponsoring fit kids
  - **Aquatic Center** sponsoring training for run
  - Team challenge being promoted (Zinzow & Maas)
  - Targeting Chicago Area runners – following their standards- marketing.
  - Social media advertising
  - Added goal: Rediscover Whitewater;
  - Plan to add Bike event in 2015; Planning Gala for Literacy.
  - **Seeking help with Post party:** at Cravath Lakefront. Highlights restaurants & bars. Businesses. (400 resident volunteers) Goodie bags. 11:00am – 3:00 pm. This is an area DTWW may help with. (No Action taken)
- Approval of Agenda: Kristine Zaballos moved, Rob Boostrom seconded; approved

- Approval of minutes from January 22 board meeting: Rob Boostrom moved, Kristine Zaballos seconded; approved

#### DISCUSSION ITEMS

- President's report (David)
  - Rezoning committee met to discuss B1 & B2. Next will review residential rezoning.
  - Note: Include on all future correspondence that we are a tax-exempt org.
  - Encourage all board members to attend committee meetings
  - Fund raising/Hanna meetings- every Friday at 8:00 am at DTWW until the show.
  - Working on dumpster enclosure policy.
- Treasurer's report (Nate)
  - Presented Profit-Loss Year-To-Date comparison
  - P-L will include budget in next version.
  - Will do income – budget report.
  - Acknowledged Tami's work in getting QuickBooks up and running and getting. State Accreditation report down – Received commendation from state that it was the best report.
  - Update on Jack Hanna show (Promote it; get volunteers)
- Director's Report (Tami)
  - Need to do tax exempt permit and donation solicitation.
  - Will be at Wellness Fair to promote Jack Hanna
  - Current website is down (intentionally) and working to get WordPress site up.
  - Make-A-Difference Day April 26
  - Report to council was done.

#### COMMITTEE REPORTS:

- Design (Dave) – Streetscape Plan in process.
  - Ordinance in process for community art. (DTWW & WAA steering committee)
  - Taco Fresca reopened (the crusty awning is down)
- Organization (Kristine)
  - Upcoming elections report: All nominees have been contacted.
  - Kristine will email board members Friday with responses from nominees.
  - Ballot will go out March 6 & is due back 5:00pm, March 13.
  - March 13, 8:00-9:00 am. Annual Meeting
  - English Dept. students to set up communications, editing assistance for community with DTWW as the conduit.
  - Clean up – with UWW –
- Promotions (Joe)
  - Hanna – discussed marketing
  - working on Pig in Park sponsorship and promoting at Hanna show.
  - A student is working on What is Downtown brochure.
- Economic Restructuring - Tami for Cameron
  - Josh Clements is about done with report
  - Eastgate project - Will it start before graduation? What accommodations for students moving out of apartments.

#### AROUND THE TABLE

- 990 form will come to board for approval before going to IRS
- March 19 next board meeting (moved date) because of spring break.

