

Downtown Whitewater Inc.
Board of Director's Meeting
Minutes

Wednesday, March 19, 2014 8:00 am
Discover Whitewater Conference Room
150 W. Main Street, Whitewater, WI 53190

Present: David Saalsaa, Nate Parrish, Kim Scharine, Joe Jacquess, Glenn Grabauer, Mark Wokash, Tami Brodnicki, Kristine Zaballos , Rob Boostrom , Roni Telfer Dennis Kopf (UWW marketing), Cameron Clapper (arrived 9:31 am)

ACTION ITEMS:

- Approval of Agenda: Kristine Zaballos moved, Mark Wokash seconded; approved
- Approval of minutes from February 26 board meeting: Kim Scharine moved, Kristine Zaballos seconded; approved
- Approval of commendation for outgoing board members: Joe Jacques moved, Kim Scharine seconded; approved. Plaques will be presented to Tyler and Nate at next bd meeting. A thank you for service will appear in newsletter.
- Approval to constitute an Eastgate Task Force to communicate with businesses during the Eastgate street project . (To stay on top of the situation and communicate to businesses; oversee signage & directions, coordinate with calendars of events). Kristine Zaballos moved, Mark Wokash seconded; approved (Volunteers include: Mark Wokash(chair), Kim Scharine, Kristine Zaballos [communication], David Saalsaa, Tami Brodnicki, Chris McDonnell)

DISCUSSION ITEMS

- President's report (David)
 - Latisha has contacted Lisa Otterbacher; establishing task force goal to address dog litter situation.
 - Design is partnering with WAA to request an ordinance regarding public art.
 - Rob & David are doing videos promoting Jack Hanna
 - IRS form 990 is done. Nate has reviewed and signed it. It shows a loss.
 - Update on Jack Hanna show: (sponsorship Goal- \$20,000 – so far we have \$12,500; On City Council April 3 meeting, 6:30pm to promote Jack Hanna show (tell reason why we are raising funds) & video (Tami contact Michelle & Alan); Need to sell tickets. Kim will follow up about putting banner up on Highway12.
- Director's Report (Tami)
 - Board election results: New Board Members will be seated at next meeting. A press Release is going out. (Discussed potential board replacement; will consider special election in April/May)
 - Status of donations to thank you gift basket for Melissa. (include 4 Hanna tickets)
- Collaboration project with UWW communications (Kristine & Tami). (Summer "Proof of Concept" project to determine needs of communication in the community: 2UWW students Communication Needs Assessment. May be part of eventual "Innovation West" to provide one-stop for resources. Currently looking for a work space for the communication students.)

COMMITTEE REPORTS:

- Design (Dave)
- Organization (Kristine)
- Promotions (Joe) –
- Pig in Park – June 20-21 (end event at 6:00 pm on Saturday) Include raffle . Include silent auction if there is someone to run it.
- Economic Restructuring (Cameron)

AROUND THE TABLE

- Zoning rewrite has been officially handed to city council. Will be noticed to public. Likely in late April or early May.
- Jack Hanna – Jack Hanna – Jack Hanna
- When do snowflakes come down? Follow up with Chuck.

NEXT STEPS

- April board mtg – Propose changing regular meeting date to fit for new board members.
- Proceed with Fairhaven survey
- Get plaques for next meeting.

Next Meeting: April 23, 2014