

Downtown Whitewater Inc.
Board of Director's Meeting
Minutes

Wednesday, April 23, 2014, 8:00 am
Discover Whitewater Conference Room
150 W. Main Street, Whitewater, WI 53190

Present: Glenn Gebauer, Sara Amiri, Mark Wokasch, Cameron Clapper, Joe, Jaquess, Nate Parrish, Dennis Kopf, Dave Saalsaa, Brienne Diebolt-Brown, Kristine Zaballos, Glenn Gebauer

NEXT STEPS:

- Tami will check with Tourism regarding the regular meeting time
- Kristine will follow up with special election to replace Rob Boostrom
- Reaching out to Council members:
 - Kristine will talk to Jim Winship
 - Dave will talk to Patrick Singer and Ken Kidd
 - Sara will talk to Stephanie Abbott
- Nate and Dave will update the Google docs with specific fundraising/sponsor deadlines
- Tami will share access to Google Docs and Basecamp with Sara and Brienne
- Tami will change the name of the funding account to "Façade/streetscape"
- Cameron will ask City if they can repair the dumpster and bill back property owners
- Reconvene fundraising committee
- Raffle: Ron, Roni, and Nathan will coordinate end-of-July raffle
- Brienne and Dennis will draft online survey for Jack Hanna and Tami will send out to those who attended and who we have emails for

ACTION ITEMS:

- Approval of Agenda: moved by Joe Jaquess, seconded by Mark Wolkasch; approved.
- Approval of minutes from March 19 board meeting: moved by Joe Jaquess, seconded by Mark Wolkasch; approved.
- Commendation and presentation of plaques to outgoing board member Nate Parrish
- Choose new regular meeting time
 - 1st Wednesday of the month, provisional on whether Tourism can move its meeting time
 - First meeting would be June 4, 2014 (Next meeting is actually June 3 at 8:00 am)
- Bylaw changes (had been sent before meeting to Board members) Approval moved by Mark Wolkasch and seconded by Glenn Gebauer; approved.
- Seating of newly elected board members: Sara Amiri, Brienne Diebolt-Brown
 - Sara will join ER Committee and Brienne will join Design Committee
- Executive board election
 - Dave Saalsaa - President
 - Kristine Zaballos – Vice President
 - Roni Telfer – Secretary
 - Glenn Gebauer - Treasurer
- Discussed whether to ask County Board for funding: Mark Wolkasch moved to table the issue, seconded by Cameron Clapper; item was tabled.
 - If other downtown organizations were on board and we could make a joint request; will try again in 2015
 - Need to do prep work with the county board first

DISCUSSION ITEMS:

- President's report (David)
 - Common Council funding request denied at recent meeting
 - Discussion of creating fundraising goals (so we know a given effort is successful)
 - Suggestion to conduct post-event surveys
 - Suggestion to reach out to council members: Kristine will talk to Jim Winship; Dave will talk to Patrick Singer and Ken Kidd; Sara will talk to Stephanie Abbott
- Director's Report (Tami)
 - Final report from Jack Hanna Show:
 - Total 928 people attended; revenue is \$8,976
 - Attendees from 40 cities: Meeting with Pangea to show geographic spread
 - Thank-yous sent
 - Take-away: need more lead time for sponsorship (120 days)
 - Funds that remain after last bills are paid will be deposited into façade/streetscape account
 - Brienne and Dennis will draft online survey for Jack Hanna and Tami will send out to those who attended and who we have emails for
 - Digital Whitewater map project: finalizing placing WW businesses in database
 - April 29 at 5 pm at Cravath Lakefront: East Gateway meeting; construction begins early June (end date is mid-September)
 - May 1: Promotions meets re: Discover Whitewater series (September 21)
 - May 6: Quarterly update for Council
 - Dumpster enclosure behind Main Street Shoppes: needs a maintenance agreement
 - Cameron will ask City if they can repair and bill back property owners
 - Downtown Cleanup help: Tami, Kristine, Peter, Joe as team leaders
- Treasurer's Report
 - Next city payment in July
 - Fundraising committee leadership needed

COMMITTEE REPORTS:

- Design (Dave)
- Organization (Kristine)
 - Downtown Cleanup
 - Quarterly newsletter
 - Fairhaven Survey
- Promotions (Joe)
 - Pig in Park: June 20–21 (end event at 6:00 pm on Saturday)
 - Include raffle if there is someone to run it
 - Last year Nate, Roni, and Ron Binning organized (about 60 days)
 - This year: Event 30 days after Pig in Park; sell tickets at Pig in the Park
 - Ron, Roni, and Nathan will coordinate
 - Will not include a silent auction. Too close to Chamber's auction.
- Economic Restructuring (Cameron)

NEXT MEETING: Tuesday, June 3, 2014 at 8:00 am (finalized via Doodle Poll April 28.)