

Downtown Whitewater Inc.
Board of Director's Meeting
Tuesday June 3, 2014, 8:00 am
Discover Whitewater Conference Room
150 W. Main Street, Whitewater, WI 53190

Present: David Saalsaa, Tami Brodnicki, Roni Telfer, Chris McDonnell, Kristine Zaballos, Kim Schraime, Glenn Gebauer, Joe Jaquess, Sara Amiri, Rob Boostrom

Absent: Brienne Diebolt-Brown, Mark Wokasch,

NEXT STEPS:

- Reaching out to Council members:
 - Kristine will talk to Jim Winship – **not yet**
 - Dave will talk to Patrick Singer and Ken Kidd – **Singer yes, Kidd no**
 - Sara will talk to Stephanie Abbott –
- Nate and Dave will update the Google docs with specific fundraising/sponsor deadlines –
- Tami will change the name of the funding account to “Façade/streetscape” – **in process**
- Cameron will ask City if they can repair the dumpster and bill back property owners – in process- (Chris will follow up)
- 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 – **in process**
- Contact facilitator and arrange details for Schedule Strategic Planning for August 25 (Tami)
- Send information about past strategic plan efforts to Darrin for strategic planning (Roni & Tami)
- Begin new website development (Tami & Sara)
- David will call candidates to inform them of election results - **done**
- Check on showers at Williams Center for smokers' use Saturday AM at Pig in Park (Roni)- **done**

ACTION ITEMS:

- Approval of agenda: Kristine Zaballos moved, Joe Jaquess seconded; approved.
- Approval of minutes from April 23 board meeting: Joe Jaquess moved, Chris McDonnell seconded; approved
- Election of new board member to fill open UW-Whitewater board seat
 - Election by paper ballot. Dennis Knopf and Beverly Kopper.
 - Dennis elected.
- Scheduling Strategic Planning session in August 2014
 - Darrin Wasniewski will facilitate (State Director of Main Street Program)
 - 2- to 3-hour slot, morning or evening (not August 26–28)
 - August 25, 6:00-8:00 pm session selected
 - Send a summary of efforts to date in advance

DISCUSSION ITEMS:

- President's report (David)
 - Exec comm. met with new Main Street Director; experienced; from Ohio
 - Streetscape Committee met to discuss report filed by UW student. Disappointed; little input; not fulfilling obligation to WW; will use it to make real

recommendations. Process has fostered more communication with groups in the city.

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- Director's Report (Tami)
 - Pig in the Park – (22 teams signed up - need 25 to remained sanctioned) Working on sponsorship.
 - East Gateway Committee meeting (Signage; Facebook page; block captains;) Chris will keep us in loop on the vegetation plan in East Gateway. Staging will begin June 16; city will provide updates.
- Treasurer's Report:
 - Glenn reviewed reports.
 - Fund Raising Committee – following up with contributors. **Meeting July 16 at 9:00am**
- Summer Breakfast Speaker Series from UWW discussed; Roni get feedback to Denise.

COMMITTEE REPORTS:

- Design (Dave) (no meeting)
- Organization (Kristine) Met May 21.
 - Next Newsletter in July.
 - Volunteer recruitment in August ;
 - June 19, July 2, Aug 22, Oct 24 – Clean up dates
 - Website – Tami, Kristine, Sara will design.
 - Need an update on documents for fund raising
- Promotions (Joe)
 - Pig in the Park (stage, bands, power supplies, water) logistics
 - Roni talk to UWW about use of showers at Williams Center for Pig in Park
- Economic Restructuring (Cameron) – July 17 at 4:30pm

Around the table: (information)

Sidewalks will be repaired before school starts. JJ

Venue for Raffle drawing – Fat Jack's

August 2 – Main Street Festival (to bring people downtown)

Plaque presented to Rob for his service

Next board meeting – Tuesday, July 1

Next Fund Raising Committee meeting – July 16, 9:00 am