

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

Tuesday August 5, 2014, 8:00 am
Discover Whitewater Conference Room
150 W. Main Street, Whitewater, WI 53190

Present: Joe Jaquess, Mark Wokasch, David Saalsaa, Dennis Kopf, Brienne Brown, Glenn Gebauer, Christopher McDonnell, Kristine Zaballos (via phone)

Not present: Tami Brodnicki, Roni Telfer, Sara Amiri, Kim Scharine

NEXT STEPS (July meeting):

- Get feedback/testimonials from downtown businesses positively impacted by Pig in Park. **(Dennis) – still working on this, his research assistant will do it after she's back from vacation**
- **David** will talk to UFC for joint communication regarding tree replacement – **mtg July 22; UFC on board with replacement of trees and asked Design Committee to look at types of tree surrounds, locations for trees, etc.; schedule to start August/September; start with tree in front of Bergey as a sample; north side of street all trees should be removed this winter with spring replacement; Brienne updated board on yarn bombing idea (in lieu of painting) to highlight tree replacement -- UFC is OK with plan**
- Communicate with Bud Gayhart to plan for using an intern **(Tami) – in progress**
- Communicate with Paul Ambrose regarding website development **(Tami & Sara) – in progress**
- Reaching out to Council members:
 - Dave will talk to Patrick Singer and Ken Kidd – **Singer yes, Kidd no**
 - Sara will talk to Stephanie Abbott – **no update**
- **Nate and Dave** will update the Google docs with specific fundraising/sponsor deadlines – **not done yet**
- Tami will change the name of the funding account to “Façade/streetscape” – **decided not to do this at Commercial Bank**
- Send a summary of efforts to date in advance of strategic planning – **(Roni & Tami) - Done**
- Sell raffle tickets – **Done**

ACTION ITEMS:

- Approval of agenda: Moved by Joe Jaquess, seconded by Mark Wokasch; approved
- Approval of minutes from July 1 board meeting: Moved by Christopher McDonnell, seconded by Mark Wakasch; approved

DISCUSSION ITEMS:

- President's report (David)
 - Downtown trees – Chuck will be coming to meeting
 - Attended ER meeting with state director
 - Aaron and Tami working on downtown inventory of buildings
 - ER leadership still an issue
 - Issue over paint color on Center Street (Ana Rodriguez's building)
- Director's Report (Tami) – see attached
 - Report to council – August 19 meeting
 - **Strategic Planning session August 25, 6:00 – 8:00 PM**
 - Plan for use of UWW intern & website development

- Erin (State director) back on August 15
- Treasurer's Report:
 - Three major fundraising events for year concluded
 - Fundraising Committee: budget adjustment;
 - need to focus on pledges – sustainable funding needs to be focus of Strategic Planning
 - Income from Jack Hanna and income from Pig in the Park both down
 - Raffle report
 - Good success – all tickets sold (thanks, Geoff)
 - Income is appr. \$10,500; expense is \$2,250 (awards)
 - Fat Jack's a great venue

COMMITTEE REPORTS:

- Design (Dave in president's report)
- Organization (Kristine)
 - Quarterly newsletter
 - Cleanup August 22 → move to 27th or 29th because move in is the 31st
- Promotions (Joe)
 - Putting together a pamphlet for DTWW
- Economic Restructuring (Tami & David) –
 - Update
 - Concerns – need data

Around the table:

- Mark and Brienne expressed concern about lack of common calendar for city, including university; Brienne is talking to the Chamber about possibly using their website
- Christopher gave an update about downtown construction

NEXT STEPS (August meeting):

- Brienne will contact Chuck to get tree bombing plan on the Council agenda for approval
- Org Committee (Kristine) will contact ER regarding electing a new co-chair
- Mark will talk to Sara re: ER co-chair role
- Kristine will contact Tami to reschedule August cleanup so it's closer to Move-in day, which is August 31. Wednesday, August 27 and Friday, August 29 are options.

Next DTWW board date: September 2, 2014