

Downtown Whitewater Inc .
Board of Director's Meeting
Discover Whitewater Conference Room
150 W. Main Street, Whitewater, WI 53190
Tuesday, April 7, 2015
8:00 am.
MINUTES

Present: Dave Saalsaa, Kristine Zaballos, Joe Jaquess, Brienne Brown, Roni Telfer, Tami Brodnicki, Kim Scharine, Sara Amiri, Mark Wokasch

Absent: Glenn Gebauer, Ben Tessner, Chris McDonell, Dennis Kopf

NEXT STEPS (from March)

- Send approved MOU to City of Whitewater - **done**
- Update agenda format to reflect changes - **done**
- DTWW to request a public meeting regarding downtown parking – Cameron, Chris and Chris-
Done
- Tami & Kristine will get together to follow up on feedback from letter writing campaign - **Done**
- Tami and Kristine will send invite to Council Members to attend DTWW Annual Meeting - **Done**

NEXT STEPS (FOR MAY)

- Roni will communicate with Second Salem about food and logistics.
- Board members will sell raffle tickets
- Dave will arrange an update meeting with WIFI/Broadband committee & players
- Tami will follow up with Eric about property inventory on Pangea
- Kristine will send triangle signage proposal to Design Committee
- Dave will install a white board for master calendar
- New website link will be sent to board members for review
- Kristine and Roni will meet with ER chair about committee hiatus

ACTION ITEMS

- Approval of agenda moved by Kristine, seconded by Kim; approved
- Approval of minutes from March (which were emailed) moved by Brienne, seconded by Kim; approved
- Election of Board officers: The slate of officers of Dave Saalsaa for president, Kim Scharine for vice-president, Kristine Zaballos for secretary, and Glenn Gabauer for treasurer was moved for acceptance by Brienne and seconded by Kim. The slate was approved unanimously.

DISCUSSION ITEMS

- May Raffle –Roni explained details (drawing May 18, 6:00 – 8:00 pm at Second Salem, tickets \$50) and distributed packets.
- Add to next meeting agenda: Rethinking Language of Fund raising – Brienne to present
- Goals progress:
 - Market experience – Brienne & Kristine have met with Alan Marshal; Not competing with Saturday market; two public meetings set up to discuss: April 30, 7-8 pm, May 2, 1:30-2:30 pm
 - WiFi/Broadband – Tami report Wally is working on a contract with Brian. Dave will contact Jim Caldwell to arrange update meeting .
 - Festival guidelines – city has met; need to help to be “guidelines”.

- Property inventory – Tami and intern are working on it. Goal: spreadsheet done by May (all properties downtown); vacancies on Pangea map. Tami will talk to Eric about next steps.
- Feedback from letter-writing campaign: Kristine & Tami presented feedback. Discussed proposal from Scott Gittrich for signage and design painting; will send proposal to Design committee. Could mesh with repainting lamps & benches. Next Step: Kristine will get triangle branding group together (Dave, Sara, Kristine, Tami); Tami will look up who offered what on feedback to follow up.
- Executive Director annual review recap –Kristine reviewed the summary of performance report. Dave will put up a white board for master calendar
- Review new website – Sara, Kristine, Tami - Will send out link so we see it in operation. YEA!!!!
- Consideration of placing one or more committees on hiatus – Kristine, Roni
- Kim moved and Sara seconded proposal to suspend ER and Promotions committees while DTWW works on specified goals. (Committees may form subcommittees to address specific action items); approved. Kristine & Roni will talk to ER chair. Board discussed it with Promotions chair.

REPORTS

- Director’s Report:
 - Chris Munz-Pritchard is holding a meeting to get feedback on parking needs
 - Coburn’s provided equipment for clean up
 - Tami met with Innovation Center folks to work together.
 - Sept 12, 12:00 – 3:00pm – Main Street Festival (Next planning meeting is April 27 at Studio 84)
 - MOU is done.
 - Clean up this Saturday 8-10,
 - Annual awards in DePere – April, 17th.
- President’s report
- Treasurer’s report (distributed reports)

COMMITTEE REPORTS

- Design – has formed sub-committees to address specific issues.

Future meeting dates:

Board meeting time changed to fourth Thursday, 8:00-10:00am beginning

May 28, June 25, July 23, August 27, Sept. 24, Oct 22, Nov. 26*, Dec 24* (*will be rescheduled)