

Minutes
Design Committee
Feb. 25th , 2013
Downtown Whitewater Office
150 W. Main St. 8:00 AM

Present: David Saalsaa, Richard Helmick, Rick Fassel, Bruce Parker, Letisha Birkeland, Roni Telfer

Absent: Bonnie Minette,

1. David Saalsaa called the meeting to order at 8:07 am.

2. Approval of the minutes from Jan. 28th, 2013 meeting was moved by Rick Fassel and seconded by Richard Helmick; approved.

3. Rick Fassel reported on an update on motivating Downtown property and business owners to get more involved in the organization.

DTWW used to have a presence downtown via knocking on doors and getting people involved.

Suggestions:

a) Talk to people in shops – business owners. Survey businesses. (Note: the Board is working on a survey: What you know of DTWW; What are your needs; What are your parking needs)

b) Breakfast meeting with **property owners** and business owners and DTWW
Need to find out what they want/need. We are a tool: **How to use us to accomplish their goals? Let's get to know each other.** (Not a fundraiser or recruitment) We want to work with you.

c) Need a newsletter - A joint effort of tourism, Chamber, DTWW directors – visiting businesses

4. Letisha reported on Make a Difference Day .

April 19, noon-3:00

Need site supervisors.

Suggested that we get boxes used to cover planters painted then.

5. Re-Zone Committee update as to sign ordinance in B-2 district-Letisha

- Sign ordinance is not slated to be touched at this point – per Letisha
- Letisha will verify that signage is not being touched.

6. Master plan for vegetation in the Downtown and grant possibilities with UW-Madison School of Landscape Architecture update-Richard

- Grants still available – for fall semester. Students would need to interact with committees. Sources for small stipend for transportation. Put information on a DVD with a cover letter and send it in.
- **Recommendation to DTWW Board:** Request permission for Design Committee to pursue writing a grant to get UW-Madison School of Landscape Architecture to develop a conceptual master plan for vegetation and design in our Downtown that would coordinate with East Gate Project. To create unified attractive area; to be low-maintenance; to be ecologically friendly. Roni moved and Bruce seconded.; approved.
- Go to City Council to get sanction to do this plan.
- Bruce presented map of trees in Cravath Lake for input to city regarding tree placement.
- **Resolution:** DTWW endorses the Cravath Lake Park as a location for large events and as such the trees and other design elements in the area need to accommodate large events.
- Therefore, we request that the two recent tree plantings be removed.
- Further, we encourage the development of a master plan for the trees and other design elements in Cravath Lake Park to foster and not hamper events in the park. Richard moved and Rick Fassel seconded; approved

7. 2013 Work plans were reviewed and updated

8. Suggestion made regarding hanging of the snowflake winter decorations:

mount them parallel to street and mount the banners (add color and decoration).