



Community Involvement & Cable TV Commission Meeting
Municipal Building-2nd Floor
City Manager Conference Room
312 W Whitewater St
Whitewater, WI 53190
November 26, 2019
5:00 pm

MINUTES

1. Call to order and roll call.

Meeting was called to order by Lisa Dawsey-Smith at 5:03 pm. The meeting was held in the City Manager's Conference Room on the 2nd Floor of the Municipal Building, Whitewater, WI 53190.

Present: Brienne Brown, Lisa Dawsey-Smith, Mark Dorn, Miguel Aranda

Absent: WSG new member- Alayna Mitchell, Matthew Schulgit

Others: Kristin Mickelson- PR & Communications Manager

2. Approval of September 18th Minutes.

Brown moved to approve. Second by Aranda.

Aye: All via voice vote (4)

Nay: None

3. Schedule next meeting date and time.

All agreed making a Doodle Poll tends to be the best option for all to pick a date, tentatively January in order to meet every other month rather than quarterly. Smith asked Mickelson to connect Kathy Boyd (city manager administrative assistant) with the Downtown Whitewater staff and interns to help with sharing information during Mickelson's maternity leave.

Alayna Mitchell joined at 5:05 pm.

4. Share current event information

- a. Holiday Parade December 6th @ 6p events from 4p-7p
- b. Breakfast with Santa December 7th @ 8a-11a Esker Dining Hall UWW campus
- c. Sauerkraut fermentation Book Teller event Saturday- Date unsure
- d. UWW Board of Regents Dec 5th & 6th
- e. Community Engagement building open but soft opening tentatively in April
- f. Holiday Fiesta- Dec 4th @ 430p Whitewater Unites Live
- g. League of Women Voters Democracy event Dec 1st @ 630p
- h. Wrapping Session with Downtown Whitewater at the Community Space Dec 14th
- i. WAFC Holiday Party Dec 13th @ 5p-7p
- j. UWW graduation Dec 21st
- k. Shop with a Cop Dec 12th 6p-8p @ Walmart
- l. Warhawks playoff game weekend of Thanksgiving
- m. Saturday Indoor City Markets

5. Discussion

- a. Polco

- i. Dorn made mention to questions about Seniors in the Park. Do people know about the program? How do they know about it? What do they know about it? Etc. He said Deb Weberpal would be in touch with Mickelson to discuss further.
 - ii. Schulgit sent an email requesting additional questions about the Census be added to Polco.
 - iii. Brown asked for questions in reference to bike lanes in the city. How often do you bike or walk in town? What is your perception of safety in Whitewater? Where do you avoid walking or biking? Do you want bike lanes in town? Etc.
 - iv. Smith made mention to holiday questions. Do you stay in Whitewater? Do you travel?
 - b. Budget
 - i. Mickelson showed the budget document showcasing any changes from the previous year and discussed how the franchise fee worked. Also discussed how the department is working with IT to look into additional options for streaming the TV channel for cable and internet usage.
 - ii. Brown asked if boosting questions or other items on FB was helpful or not as we have a \$200 budget planned in 2020 for ads. Mickelson stated it can be for some items like job postings and items for people outside of the Whitewater area but we do not always see a great return on investment for the ads so they are not done as often and the budget is kept relatively low.
 - iii. Smith made mention to the CDA assisting with mileage for the Talk Wisconsin monthly visits. At this time, mileage is not being requested by the PR Manager.
 - c. Outreach for committees
 - i. How to get others involved, especially students in the community. Mickelson is going to reach out to member of the Community Foundation and Chamber to see if any other citizens may have interest and need information on how to join different committees. Aranda mentioned WHS council representatives may have interest to join a committee as well. Mitchell stated she would share this information with UW-WSG members to see if there are other students who may have interest or can share openings with students.
 - d. Census
 - i. Smith listed a handful of organizations that can be given outreach and information about the Census to help spread the word. She asked if there were any other organizations that could be added to the listing. Mickelson mentioned the Census Rep, Patti Gillette could be requested to come to events and talk to citizens about the Census as well.

6. Future Meeting Topics

- a. Smith requested City Council President, Patrick Singer be invited to the next meeting to discuss additional desires of this committee including any changes to the Citizen Interest Form for boards and commissions.
- b. Current Events

7. Adjournment

- a. Smith moved to adjourn meeting at 6:20 p.m. Second by Aranda.

Submitted by Kristin Mickelson, PR & Communications Manager