

MINUTES

Monday, November 9, 2009

4:30 PM – Second Floor

City Manager Conference Room

Whitewater Municipal Building

312 W. Whitewater Street

Whitewater, WI 53190



1. Call to order and roll call

Jeff Knight called the meeting to order at 4:37PM

Present: Bud Gayhart, Al Marshall, Jeff Knight, Jim Caldwell @ 5:00PM

Others: Mary Nimm, Kevin Brunner @ 5:00PM

2. Approval of the Agenda

Al Marshall motioned to approve the agenda. Gayhart seconded.

3. Discussion and Possible Action on Marketing of Whitewater Business Park

a. Review of Phone Call Status – Round 1

b. Expansion of Post Card Mailing

The discussion was introduced by Nimm. Nimm noted that she has the listing of businesses that received mailings and phone calls from LK Marketing. On that list there is still over 1,000 businesses that should be called due to the fact that the initial call never reached the owner or CEO. Nimm also noted that there are still many postcards left. She asked the board how they wanted her to proceed with the phone calls, the distribution list, and the remaining postcards.

The committee discussed and asked the following:

1. Inventory the Post Cards
2. Inventory the Brochures
3. Forward the NACIS codes to Bud Gayhart
4. Forward the mailing list to Bud Gayhart

Gayhart will have his office verify the contacts on the list and will review the NACIS codes and search to see if there are others that should be included. There will be no mailing of additional postcards and/or brochures until early 2010, or at which time the economy sees an up-swing. The committee will also ask the Tech Park Board and the CDA Board to consider combining marketing efforts.

4. Future Agenda Items

Website(s) Review

5. Adjourn

Knight motioned to adjourn at 5:47PM.

Respectfully Submitted,

Mary S Nimm
CDA Coordinator

*It is possible that a quorum of Common Council members may attend this meeting.
Even if a quorum is present, no Common Council business will be conducted at this meeting.
Anyone requiring special arrangements is asked to call the office of the
City Manager/ City Clerk at least 72 hours prior to the meeting.*