

Downtown Whitewater, Inc.
Board of Directors Minutes
Tuesday, January 11, 2011
Whitewater Municipal Building, 2nd Floor
Whitewater, Wisconsin 53190

Present: G. Hale, T. Brodnicki, J. Miller, B. Gayhart, D. Saalsaa, J. Kachel, P. Wellnitz, T. Ylitalo, D. Salverson, K. Brunner and B. Miller

1. **Call to Order** –Hale called meeting to order at 8:00 a.m.
2. **Approval of Agenda** – Motion by J. Miller, second by Gayhart, unanimous.
3. **Approval of December 7, 2010 Minutes** – Motion by D. Saalsaa, Second by Gayhart, unanimous.
4. **Financial Report** (J. Kachel)

5. **Committee Reports:**

Promotion (T. Brodnicki) – Working on plans for Chili Cook-Off in February and finalizing work plans
Design (Saalsaa) – Work on Work Plans, possible co-op venture with Arts Alliance using empty storefronts to display art work and possible availability of State Grant, with target date of August 2011— possibly one storefront dedicated to student art

Organization (T. Brodnicki) – Working on plans for Annual Awards Reception on March 10, 2011 – venue yet to be determined

Economic Restructuring (J. Kachel) – Working on revamping Triangle Savings Book and seeking more input from UW-Whitewater; discussion regarding use of “credit card” type device vs. coupon-type book and need to strike a balance between utilizing local vendors to produce card/book and getting the job done; motion to increased budget amount for Triangle Savings to \$2,500 by D. Salverson, second J. Miller, unanimous

6. **Executive Director’s Report** (Brodnicki) –

- On April 7, 2011 Steve will be in Rockford making a keynote presentation. He flies in on Wednesday April 6 in the evening. Currently he is scheduled to fly out on Thursday night but I would like to have him come to town on Thursday evening and do a 1.5 hour talk to include a PowerPoint presentation on Friday morning then to kick off our Historical Walking tour with the Design committee. We would drive him to the airport follow the talk and or tour. The price would be \$5,000 plus hotel, airfare & food. I would seek sponsorship of \$12,000 and the proceeds would go towards funding one or several things to include but not limited to:
 - The purchase of cigarette butt holders
 - A new streetscape drawing for Main, Center & Whitewater to include new trees and additional sidewalk features to enhance the downtown
 - Conceptual drawings for new way finding signage that has more of an historical look
 - Conceptual drawings for signage along Highway 12
 - Conceptual drawings for new signage and landscaping elements in the municipal parking lots.
- Fall Festival was talked about and the Board seemed on board with this concept. They liked the one day festival idea instead of two. Suggestion was made to connect with Field of Dreams to help family plus get people to come downtown

7. **Old Business**

**501(c)3 Update – Nothing new to report

**Strategic Planning – Date cancelled & Looking for new one in February

**Bike Racks –Bike racks will be ordered with stickers by the end of this week

**Farmers market – Tables until next meeting

**Christmas Decorations – Presented some bids; still waiting on a few more but will vote in February

8. **New Business**
 - **Drafting Agenda – President and Director will set Agenda and send to Secretary; Secretary will then send to City Clerk
 - **By-Laws – No changes to be made to By-Laws
 - **Budget – Budget approved with these changes
 - **Work Plans – Motion by K. Brunner, second by D. Saalsaa to accept changes
 - **Main Street Awards – Tami will resend award categories for everyone to look at one more time and Board will provide feedback

9. **Future Agenda Items**
 - **Farmers Market
 - **Christmas Decorations
 - **Bike Tacks from Scharine
 - **Façade Grants
 - **Bike Festival
 - **Steve Thomas
 - **Community Foundation
 - **501(c) 3
 - **Funding from FCCU

19. **Adjourn** – Meeting adjourned