

**Downtown Whitewater, Inc.**  
**Board of Directors Meeting Minutes (DRAFT)**  
**Wednesday, March 28, 2012 - 8:00 am**  
**Whitewater Municipal Building, 1<sup>st</sup> Floor, Common Council Room**  
**312 West Whitewater Street, Whitewater, WI 53190**

**Board Members Present:** Bonnie Miller, Roni Telfer, Dave Saalsaa, Geoff Hale, Jon Kachel, Kevin Brunner and Dennis Salverson

**Board Members Absent:** Jim Miller, Nate Parrish and Bud Gayhart

- **Approval of Agenda**
- **Approval of Minutes for February 22, 2012 Minutes –**
  - Motion by Dave Saalsaa to approve February 22, 2012, second by Roni Telfer, unanimous
  - Tami informed Board that the minutes of February 22, 2012 do not reflect the changes made to the MOU
  - Motion by Roni to amend agenda and to add MOU after discussion on downtown trees agenda item, second by Rob Boostrom, unanimous
- **President's Report (Hale)**
  - **Introduction of new board members –**
    - Geoff introduced new board members and asked them to give a quick update about who they were and what they do, Bonnie Minette, Kevin Paynter, Christ Christon, Rob Boostrom and Pete Hill (absent)
  - **Thank departing board members and hand out plaques –**
    - Geoff thanked departing board members, Bud Gayhart, Jim Miller, Bonnie Miller and Jon Kachel, for their hard work and commitment to Downtown Whitewater, Inc. and handed out plaques
  - **Election of new officers –**
    - Roni Telfer volunteered to be Secretary, unanimous
    - Dave Saalsaa nominated Kevin Paynter for Treasurer, second by Christ Christon, unanimous
    - Bonnie Minette nominated Dave Saalsaa as Vice President, second by Roni Telfer, unanimous
    - Dave Saalsaa nominated Geoff Hale as President, second by Kevin Paynter, unanimous
  - **Check Signers –** will be executive board, motion by Dennis Salverson to keep Jon Kachel as check signer through the transition of new treasurer taking over, second by Kevin Paynter, unanimous
- **Treasures Report (Kachel) –**
  - Jon Kachel gave report on cash flow, check register, CD's, money market and budget
- **501 C3 update**
  - Application is re-written, narrative is re-written but still needs to be updated with new board information and should have something from attorneys by the end of week ending March 6, 2012
- **Thank you letters or cards to donors**
  - Dave Saalsaa would like to have thank you cards sent to donors when we receive a pledge and when we receive money. Bonnie Minette volunteered to write thank you cards out, she will be given names and addresses each month of who donated or pledged thank you cards are to be a standard agenda item, board members sign card. Jon Kachel will speak to Russ Devitt from the Whitewater Community Foundation Board to find out the agreement we have as to who sends receipt for monies received. Kevin Brunner made the motion have a policy that thank you cards are sent when a pledge is received and also when monies are received, second by Dave Saalsaa, unanimous. If it is the responsibility of DTWW to send receipt when monies are received, the receipt will be sent with thank you card.

- **Discussion on DTWW having an opinion and/or policy on trees in the downtown**
  - We have 17 trees in the downtown that need replacing now or will soon because of size and the harm they are doing to sidewalks, grates and other infrastructure, Kevin asked that the design committee do extensive research and come up with a plan for the board to support. It can then be taken to all parties directly involved for discussion to work together for a safe, beautiful and friendly downtown environment.
- **Executive Director Report (Brodnicki)**
  - Wisconsin State Awards update
    - The 22nd Annual Wisconsin Main Street Awards are being held on April 20, 2012 in downtown Beloit, Wisconsin. The event begins with a networking reception at Grande Banquet Hall at 4:30 p.m. followed by dinner, which will be an Italian pasta buffet. The event will conclude with the Awards Program at the Oscar Meyer Theatre at Wilson Hall on the Beloit College Campus. The cost is \$30. You can register online at <http://wedc.org/2012mainstreetawards> or submit a check payable to WEDC by April 11, 2012.
    - Award Winners: **Not to be released to the press until after the awards**
    - Best Business Citizenship Award - [www.whitewaterbanner.com](http://www.whitewaterbanner.com) - Jim Stewart (Winner)
    - Best Façade Rehabilitation over \$7,500 - Main Street Shops - (Honorable Mention)
    - Volunteer of the Year - Ron Binning
    - Honorary Board Member - Geoff Hale
  - DTWW Annual Awards Reception update
    - On March 8, 2012 we had our Annual Member Meeting & Awards Reception at Lakefront Pub. We made \$1200 dollars on silent auction. We elected new board members and handed out awards for volunteer of the year, Ron Binning, honorary board member, Geoff Hale, best business citizenship award, Jim Stewart for [whitewaterbanner.com](http://www.whitewaterbanner.com), best downtown special event, Arts Alliance for savory sounds, best new business, lakefront pub, Christ and Bethany Christon, best business growth, sweetspot, Lacey Reichwald, Karen Moline and Peggy Race, best interior renovation, jessica's family restaurant, Ilmi and Urim Shabani, best façade rehabilitation over \$7,500, main street shops, Chris Hale.
  - Donation Policy update
    - Melissa, our 501 C3 attorney, is helping with the donation policy for monies and in-kind gifts from board members and stake holders.
  - Donation letter looks fine, send back to fundraising chair, Ron Binning
  - February 22nd and 23rd I went to Manitowoc, WI for one of the 4 Executive Director Workshops I am required to attend.
  - March 22nd I attended the Chamber of Commerce Dinner
- **Committee Reports**
  - Design (Saalsaa)
    - Cleanup day for design committee to organize is May 1, 2012 and we will invite, board, committee members, stakeholders, volunteers and business and property owners. April 20, 2012 is make a difference day. Thank you to Richard Helmick for helping Dave Saalsaa with the research on the Walking Tour Guide which will soon be at all important locations.
  - Organization (Brodnicki)
    - Working on Volunteer Luncheon and Emergency Plan for downtown residents. Tami will contact fire department to discuss emergency plan further.
  - Economic Restructuring (Kachel)
    - Website seminars, Locate in Wisconsin and building inventory
  - Promotion (Brodnicki)
    - Pork in the Park, Marketing, Bike Rack Tour and Block Parties
- **Future Agenda Items**
  - Fundraising, Thank You Cards, MOU, 501 C3
- **Adjourn Board Meeting**

**Next board meeting is April 25, 2012 at 8:00 am at 312 West Whitewater Street, Whitewater, WI 53190**