

**Downtown Whitewater, Inc.**  
**Board of Directors Meeting Minutes**  
**May 29, 2012 - 8:00 am**  
**Whitewater Municipal Building, 2<sup>nd</sup> Floor, Cravath Lakefront Room**  
**312 West Whitewater Street, Whitewater, WI 53190**

**Board Members Present:** Dave Saalsaa, Rob Boostrom, Roni Telfer, Geoff Hale, Pete Hill and Bonnie Minnette

Also present: Jon Kachel and Ron Binning and Tamara Brodnicki

Joining in progress: Nate Parrish and Kevin Brunner

**Board Members Absent:** Kevin Paynter, Christ Christon and Dennis Salverson

Meeting was called to order at 8:05 am

**Approval of Agenda**

Moved by Saalsaa and seconded by Minette. Approved

**Approval of Minutes for April 25, 2012**

Moved by Boostrom and seconded by Saalsaa. Approved

**Treasurer's Report (Kachel)**

- Jon will complete the transfer of the treasurer materials to Kevin Paynter this week.

- Kevin will be asked to add the date to the record of the pledge payments made.

- The current balance is \$4609

- A pledge of \$5000 per year from the Coburn Company is contingent upon the city's continued \$24000 payment. Tami will include this information in her report and send a copy to Doug Saubert, City Budget Planner

**Form 990 Federal Tax Return Extension Discussion**

- This is the second year in a row the Form 990 has been filed late. It is not clear why it has not been filed on time.

- The penalty assessed is being appealed.

- Members will look into who might be an alternate accountant for DTWW

**501.c.3 update (Brodnicki)**

- Attorney needs a signed copy of the MOU with the city. Hale will get this.

- Need to forward facade grant update and design guideline. Brodnicki will do this.

- Narrative draft needs editing. Telfer and Saalsaa will do this ASAP.

- Need a signed copy of the by-laws. Clarified that it is the copy signed at the time they were accepted. Brodnicki will get this.

- Kevin will write letter of support from city

- Dave will get letter of support from Arts Alliance
- Dave will follow up with Landmarks and historical society for letters of support

### **Committee Reports**

- Design (Saalsaa)
  - Phantom Art Galleries update: signage and displays are ready for 4 galleries. Will go up in June.
  - Committee has identified the need for 12 additional trash cans in the downtown area. Is working with the city to get these in place.
  - Committee is working with John's Disposal to address issue of dumpster use behind Main Street Shops
  - Committee is gathering information for recommendations regarding trees downtown. Is working with city staff for a unified plan.
- Organization (Brodnicki)
  - Volunteer Luncheon date is changed to July 11.
- Economic Restructuring (Kachel)
  - Continuing to map an inventory of businesses and space available downtown. Pete volunteered to help with mapping.
- Promotions (Brodnicki)
  - Pig in the Park Fest has been approved to be a sanctioned event and state championship to qualify for the Kansas City Barbeque Society cook-offs

### **President's Report (Hale)**

- Hale read "Lessons Managers Can Learn for Geese"

### **Fund Raising**

- Saalsaa moved and Boostrom seconded approval of *Downtown Drive* as the name of the fundraising campaign. Approved
- Agreed to the following:
  - Tami will create spread sheet that has all donors to DTWW since inception and adding columns of fundraising committee member making contact, date invoice was sent, thank you card sent and eliminating columns LOC and amount pledged. Other spreadsheets can easily be made from this one.
  - Dave will contact Thayer Coburn and ask if they are ok with sending pledge sheet to City. If so Tami will send a letter to council and Doug Saubert and let them know the Coburn Company made another 5 year pledge but on the auspice that the City continues to donate the same amount as they are currently giving, \$24,000.

- Fund raising committee needs to meet and create a list of People/Businesses with addresses (should be able to go off of Tami's newly created list) who have pledged but not yet given, and send an reminder invoice with hand written note saying thank you again for your pledge and how we appreciate it and here is your reminder invoice.
- Bonnie and Tami will create a contact list of donors who were sent a thank you card.
- Roni will ask Bill Dugan to come to our next Board Meeting to help us organize our plan of operation.
- Tami will have GMA Printing make copies of fundraising packet to include before and after pics, activities that lessening the burden of government, what is the Main Street program, what is Downtown Whitewater, Inc. and city investments.
- **2 different letters should be going out, fundraising letter recently created and handwritten letter on invoice, plus continue to visit in person.**
- Members updated each other on progress being made with contact.
- Agreed on a procedure to include:
  - Those who have already pledged, need a letter and an invoice for their payment.
  - Those who have not given, need a letter and a follow up visit.
  - Packet if information should include before & after pictures of downtown; explanation of how DTWW lessens the burden of government; the explanation of the Main Street Program; the explanation of DTWW, Inc., Letters asking for support
  - Sponsorships of events should be viewed as potential contributions

Pete shared the frustrations he encountered from the public in his contacts.

Group agreed there is a big need for communication about what DTWW does and why it is valuable.

**Board Meeting adjourned at 10:05 am.**

**Next board meeting is June 27, 2012 at 8:00 am at 312 West Whitewater Street, Whitewater, WI 53190**