

Downtown Whitewater, Inc.
Board of Directors Meeting Minutes (DRAFT)
Wednesday November 28, 2012 - 8:00 am
Whitewater Municipal Building, 2nd Floor, Community Lakefront Room
312 West Whitewater Street, Whitewater, WI 53190

Board Members Present: Cameron Clapper, Geoff Hale, Pete Hill, Denny Salverson, Tyler Sailsbery (left 9:08), Glenn Gebauer, David Saalsaa, Tami Brodnicki, Roni Telfer, Nate Parrish (arrived 8:50),

Board Members Absent: Kevin Paynter,

- **Approval of Agenda:** Approved with adjustments (Patrick Connor not attending; Mike Fan Den Bosch not attending).
- **Approval of Minutes for October 24, 2012.** Moved by David Saalsaa, seconded by Denny Salverson; approved
- **1st Jan Bilgen Craggs**
 - **Downtown Whitewater Clean-up:** Justin Murphy, Lucretia Limerick, UWW -Student government; Presented plan to get a clean-up program going. Discussed levels of support issue. WSG would find financial supporters. Will come back with amended proposal.
- **2nd Latisha Birkeland**
 - **Easement in downtown (open courtyard and egress)** is there a valid easement to get you out of the courtyard? Yes. Discussed. Will get blueprints to Tami. Will keep us updated on issue.
- **President's Report**
 - Fundraising Update: Geoff is talking with Generac. Talking to county. Trostel possible.
 - 2013 Budget: Budget Committee will put draft budget together (Pete, David, Tami, Geoff, Kevin, Roni) set a meeting date.
 - DTWW Board Meeting Date: December 27. Return to 4th Wed in Jan and thereafter.
 - MOU: Conversation with Cameron – set meeting. (Roni, Geoff, Tami)
- **Treasurer's Report**

Filed brief report. Bills have been paid. Have cash for about three months.
- **Board Fundraising Policy/Social Media Policy**

Tami distributed policies. Board members are asked to review them. This topic will be on next month's agenda.
- **Strategic Planning Update (Roni)**

David Saalsaa moved that he will sit in on organization committee meeting to present the critical issues identified. Group will identify the issues easy to address. David will bring back a plan to board. Pete Hill seconded the motion. Approved.
- **Director's Report**
 - Office Laptop: Laptop has crashed. Data was recovered. Need a new laptop. Pete moved and Denny seconded that a new laptop be purchased. Approved. Tami is to determine memory needs for laptop.
 - 501 C3 Update: Our application has been assigned to option c – a representative to review application. This will continue as an agenda item. Tami is to consult attorney regarding the status.
 - Work Plans: will be submitted to board for approval
 - Annual Member Meeting: March 14, 2013, location TBD – Save The Date
 - Whitewater will host the Housing/Adaptive Reuse Workshop March 14th and 15th, 2013: Board asked Tami to tell Jim at Wisconsin Main Street that Downtown Whitewater< Inc. needs to get a few things in order before they can host a workshop

- **Committee Reports**

- Design - (Saalsaa): Design committee is completing work plans, and Dave reported that Marjorie Stoneman has agreed to be our Public Relations person to help market our organization. Motion by Pete Hill and second by Glenn Gebauer to have Marjorie Stoneman be our Public Relations person, motion passed.
- Organization - (Brodnicki): Place board protocol on organization committee agenda. Working on board elections, annual report, and accreditation packet, local and state awards.
- Economic Restructuring - (Hale): Working on database for properties, businesses, tax assessments and tax dollars paid to the city. Place easements on economic restructuring committee agenda
- Promotion - (Brodnicki)
 - Pig in the Park recap: New date for pig in the park is June 14 & 15, 2013, balance in check book is \$1962.47. Will create a spreadsheet and show monies spent when new laptop is bought and data transferred over.
 - Happy Holly Days Parade: Parade is November 30, 2012 at 6:00 pm; story book reading is from 5:00 pm to 6:00 pm at Dales Bootery, Quiet Hut Sports and FrameDog. Roasted Chestnuts from 5:00 to 6:00 pm

- **Future Agenda Items:** Social media, board member policy on fundraising, in-kind donations and public relations. Protocol for responsibilities of board officers, receiving donations, writing checks, accounts receivable and payable, paying bills, writing thank you cards and getting mail. Recommendation of accounting software, line of credit, Pat Cannon (CDA), Ron Binning (D&O Insurance), 501 C3 update.

- **Adjourn Board Meeting:** Meeting adjourned at 10:20

Future Board Meetings 312 West Whitewater Street, Second Floor, Whitewater, WI 53190

- **December 27, 2012, 8:00 am**
- **January 23, 2013, 8:00 am**