

Downtown Whitewater, Inc.
Board of Directors Meeting Minutes (DRAFT)
July 25, 2012 - 8:00 am
Whitewater Municipal Building, 2nd Floor, Cravath Lakefront Room
312 West Whitewater Street, Whitewater, WI 53190

Business Plan Canvas Meeting: (8:00 am to 9:00 am)

(Present: Roni Telfer, Dave Saalsaa, Nate Parrish, Kevin Paynter, Geoff Hale, Dennis Salverson, Bonnie Minette, Cameron Clapper and Rob Boostrom, Tamara Brodnicki)

- Bill Dougan, Professor, UW-Whitewater, College of Business
 - Bill Dougan spoke to Board through questions to find out if we knew who are customer segment was (Mass & Niche), what value do we bring to the community as an organization (quality of life, unique businesses, unique recreation), who are our key partners and what is our cost structure?
 - How do we serve the customer by using the partners/how do we sell “us” to the partners to get partners to serve the customer?
 - Who do we show/provide value too and who do we sell through – market/channels?
- Had participants fill in Business Plan with Post-it Notes
 - Customer Segment
 - Value Propositions
 - Channels
 - Customer Relations
 - Revenue Streams
 - Key Resources
 - Key Activities
 - Key partnerships
 - Motivation for partnerships
 - Cost Structure

Bill return to our August meeting for continuation of the Business Plan Canvas development.

Downtown Whitewater, Inc. Board Meeting: (9:00 am to 10:00 am)

Board Members Present: Roni Telfer, Dave Saalsaa, Nate Parrish, Kevin Paynter, Geoff Hale, Dennis Salverson, Bonnie Minette, Cameron Clapper and Rob Boostrom

Board Members Absent: Pete Hill and Christ Christon

- **Approval of Agenda-** Saalsaa moved and Salerson seconded approval. Approved
- **Approval of Minutes for June 27, 2012** - Minette moved and Clapper seconded approval. Approved.
- **President's Report**
 - Fundraising Update - Geoff reported that He and Tami met with WE Energies and there are two possible sources of funding.
 - Geoff suggested the group keep each other abreast of progress via email
 - Memorandum of Understanding – Tami gave copies of Memorandum of Understanding to Geoff so board could discuss and understand what both parties were accountable for
- **Treasurer's Report**
 - Nate created Historical Balance Sheet and gave to Tami to hand out at meeting; Kevin handed out Treasurers Report, Cash Flow/Donation Sheet and Check Register through May 31, 2012
- **Form 990 Federal Tax Return Extension**
 - Dave gave report on meeting with Roni, Geoff and Mark Olm to draft and send letter to IRS. The IRS HAS forgiven the penalty. The 990 must be filed by Aug. 5
 - Group discussed frustrations that forms are not filed in a timely manner by the CPA
 - Minette moved and Boostrom seconded that the board develop a detailed outline of what is to be done by our CPA and by when. Ron Binning will work with John to get a listing and get it to Geoff. Roni offered to edit. Passed.
- **Report on cost of CPA's**
 - David and Pete continue to pursue the costs.
- **WW II Memorial In-Kind Donation**
 - Tabled until August meeting
- **Director's Report**
 - 501 C3 Update – Tami reported that we need to write a check for \$850.00 and send that to Melissa along with the financial statement. Once Melissa receives those two items she will send off the application.
 - Bill to be paid is to the lawyer at \$3,000, still due
 - Who will invoice donors 30 days prior to due date of invoice being paid
 - When an idea is suggested at board meeting it will be

decided then who will take on responsibility or what committee it will be sent to with responsibility given

- **Committee Reports – Tabled until August meeting**
 - Design (Saalsaa)
 - Organization (Brodnicki)
 - Economic Restructuring (Kachel)
 - Promotion (Brodnicki)
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- **Action Plans**
- **Future Agenda Items**
- **Meeting adjourned at 10:10 for lack of a quorum**

Next board meeting is August 22, 2012 at 8:00 am at 312 West Whitewater Street, Whitewater, WI 53190