

**Downtown Whitewater, Inc.**  
**Board of Directors**  
**Minutes**  
**Special Meeting**  
**November 7, 2012, 7:30 a.m.**  
**Downtown Whitewater, Inc., Office**

Members present: David Saalsaa, Pete Hill, Denny Salverson, Glenn Gebauer, Robert Boostrom, Nate Parrish, Geoff Hale, Tyler Sailsbery, and Roni Telfer

Also present: Jon Kachel, Richard Helmick, Joe Jaquess, and JD Milburn

Geoff called the meeting to order at 7:40 a.m.

Geoff reviewed that the issue up for discussion is a proposal to merge the Chamber of Commerce, Tourism and Downtown Whitewater, Inc. to meet fiscal constraints and to coordinate services and communications.

Discussion of pros and cons identified what could be done and what might be lost in the process. Other towns' experienced with consolidations was shared. JD provided a state perspective. The Economic Development Assessment from Marshfield WI was shared.

Roni moved, Rob seconded a proposal to do the following:

1. Establish an agreement whereby the Whitewater Chamber of Commerce, Tourism and Downtown Whitewater, Inc. **share resources to include one location, reception, website maintenance, event planning and communications and an office manager** to greet the public and provide office support for all three entities. Each organization would retain its own governing board and a director for DWI and one for Chamber and Tourism combined.

To accomplish coordination and office communication, an ad hoc committee of representatives of the three organizations would meet to develop a map of the expectations and goals for each organization and to identify areas of shared focus and areas of separation. This committee would also meet regularly with the directors and office manager for the first six to nine months to assess how the arrangement is working and where issues need to be addressed. This arrangement should be reviewed within 12 months to determine if this is a viable arrangement for all parties involved.

2. To extend this coordination and communication to other entities within Whitewater, and to provide a working plan to go forward, Downtown Whitewater, Inc. also urges the City of Whitewater to **commission the development of an Economic Development Assessment** to include recommendations for the roles and goals of the various entities involved including the Chamber of Commerce, Tourism, Downtown Whitewater, Inc., the Community Development Authority, the Greater Whitewater Community Committee, the Technology Park Board, UW-Whitewater, the Whitewater Unified School District, the City of Whitewater

and the citizens of the community. (See the Economic Development Assessment for Marshfield, Wisconsin prepared by Vierbicher as an example.) This would be a community-developed plan (similar to what was originally established when Downtown Whitewater, Inc. was begun) to provide the “big picture” of how all the entities work together for the greater economic vitality of Whitewater.

The motion passed unanimously.

The representatives to the joint committee will take the proposal back to the joint committee on Thursday evening.

When asked, JD indicated that grant funding is likely available for such an assessment if a shared commitment is demonstrated.

It was agreed that the above proposal would be included in the packet to go to the council to request funding.

All members are encouraged to attend the council meeting at 6:30 pm on Nov. 13.

Meeting adjourned at 9:00 a.m.