

**Downtown Whitewater, Inc.**  
**Board of Directors Meeting Minutes (DRAFT)**  
**September 26, 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:** Bonnie Minnette, Dennis Salverson, Geoff Hale, David Saalsaa, Roni Telfer, Pete Hill, Kevin Paynter and Tami Brodnicki

**Board Members Absent:** Christ Christenson, Nate Parrish, Rob Boostrom, Cameron Clapper

- **Approval of Agenda** Geoff Hale called the meeting to order at 8:01 AM Agenda was approved
- **Approval of Minutes for August 22, 2012** There were no minutes to approve from the August 22, 2012 meeting because there was not a quorum present by the time the business meeting convened. There was a discussion after the Business Plan Canvas session with Bill Dugan. A brief summary of that discussion is attached to the end of these minutes.
- **President's Report**
  - **Fundraising Update** - Who is being contacted? The amounts raised for Pig in the Park are to be included in the contributions received. Tami will email dollar amounts to Kevin to reflect amount received.
  - **Memorandum of Understanding** - Roni will draft what has been done to meet the requirements of the MOU and will send it to Tami. In 2012 the money from TIF ends (city contribution down to \$12,000). Geoff proposed asking for an intern from city. Discussion Geoff will arrange for executive committee to meet with City Council President and City Manager to discuss City Support of DWI.
  - **Board Statement** - Reminder of participation responsibilities. Geoff will notify missing board member that we will replace him now that he cannot be here. Also ask other board members about their attendance issues
  - **2012-2013 Letters of Agreement & Sublicensing Agreement** - Will go to city council for endorsement
- **Treasurer's Report** was presented. Pete Hill moved approval, Dennis Salverson seconded. Approved.
- **Recap of Canvas Business Plan with Bill Dugan** Briefly discussed a recap of the Dugan Business Canvas. Set October 8, at 8:00 am to further discuss the process and build the DTWW Strategic Plan.
- **Replacement of CPA – (Hill)** Instructed Roni & Pete to go to Patrick and tell him we will not be using his services; present a certificate of thanks; and pick up the past records.
  - Financial Statement
  - **Protocol for receiving donations, documentation, thank you cards & reminder invoices** - Discussed the need for a policy statement regarding in-kind donations (Bonnie & Roni will work on this) - Reviewed protocol being used regarding receipt of donations. The new process appears to be working so that nothing is falling through the cracks.
- **WW II Memorial In-Kind Donation** Tabled for future discussion
- **Director's Report**
  - **501 C3 Update** - Filed, Letter from IRS. Can expect to hear something 90 days from 9/18. Bonnie Minnette moved and Dennis Salverson seconded that DWI send \$1000 now as partial payment to the attorney for the work completed. Motion approved.

- **Pig in the Park Update** - Pig in the Park has received positive feedback. Board noted that a lot of credit for its success goes to Tami. Committee will be holding a debriefing.
- **IEDC Beginning Economic Development Class, Madison, Wisconsin, September 10 – 13, 2012** - Update at October meeting
- **WDAC Workshop for Main Street, Appleton, Wisconsin, October 8 & 9** – Update at October meeting
- **IEDC Economic Development Marketing & Attraction Class, Madison, Wisconsin, October 25 & 26, 2012** – Update at October Meeting
- **Committee Reports**
  - **Design (Saalsaa)** - Dave presented an update from design committee.
  - **Organization** - Nothing to report
  - **Economic Restructuring** – No meeting last month
  - **Promotion (Brodnicki)** – will discuss and vote on date for 2013 Pig in the Park, working on Trick or Treat the Triangle for October 27, 2012 and Happy Holly Days parade scheduled for November 30, 2012.
- **Action Plans**
  - **Future Agenda Items** WEDEA relationship / connections, Connect with Patrick Cannon, new CDA director, UWW communication ideas, Virtual Tour of Whitewater, Why Whitewater? – video, Dugan business canvas follow up, Pig in the Park – final report
  - **Adjourn Board Meeting** Adjourned at 10:15 am

**Next board meeting is October 24, 2012 at 8:00 am at 312 West Whitewater Street, Whitewater, WI 53190**

**Summary of discussion of August 22, 2012 -**

1. Discussed that DWI is a platform for groups to work together to address niche markets.
2. DWI needs to take the value proposition to our the customers (the community and the downtown businesses)
3. Need to get feedback and show benefit of what is being done.
4. Have yet to identify a reliable income stream related to what we do (besides donations)
5. Pursue the BID district concept.