

Downtown Whitewater, Inc.
Board of Directors Meeting Minutes
Wednesday, October 24, 2012 - 8:00 A.M.
Whitewater Municipal Building, 1st Floor Community Room,
312 West Whitewater Street, Whitewater, WI 53190

Board Members Present: Kevin Paynter, Geoff Hale, Roni Telfer, Pete Hill, Nate Parish, David Saalsaa

Board Members Absent: Rob Boostrom, Denny Salverson

Also present: Tamara Brodnicki, Tyler Sailsbery

Approval of agenda - moved by David Saalsaa, seconded by Pete Hill; approved

Approval of minutes from September – Moved by Kevin Paynter, seconded by David Saalsaa; approved

Kiwanis check presentation – Irene Potak of Kiwanis presented check to DTWI and informed us of Kiwanis programs and asked DTWI to consider being a satellite member to assist with volunteers

Pete Hill requested that minutes and financial reports be sent out ahead of time so people have time to review them. Agreed.

President's Report -

Geoff provided a fundraising update.

Council Report for Budget Hearing: Draft report is out. All members asked to review and send items to Roni for final inclusion.

Remember to contact council members before the council meeting in November.

New Board Member Discussion: Need to appoint people to fill out the terms.

Tyler Sailsbery – downtown business person (term to 2014)

Glenn Gebauer – at-large position (term to 2014)

Moved by Pete Hill and seconded by Kevin Paynter that we approve the appointment of Tyler; approved.

Moved by David Saalsaa and seconded by Kevin Paynter that we approve the appointment of Glenn; approved.

DTWW Board Meeting Date change: Pete Hill moved and Dave Saalsaa seconded that we meet on the 5th Thursday in Nov and on the 4th Thursday thereafter. Approved

Treasurer's Report

Kevin presented a listing of monies collected.

We have cash flow issues. We have outstanding bills but we need to get payments in before we can pay the bills.

Need to establish a revenue stream beyond donations in order to become self-sufficient

Pete recommended the need to update the master donor list and email the list weekly to identify who has been contacted and their current status. (Organizations Committee responsibility)

Need to include “in-kind” contribution.

A signed pledge form is required for the donation to say “pledged” on the spreadsheet.

Strategic Planning – Discussed the need for a revenue flow; need to address connection of tourism, DTWW, & Chamber

The date for strategic planning meeting is Monday, October 29, 8:00am at the municipal building.

Director's Report

Tami submitted a report on the following:

IEDC Beginning Economic Development Class
WDAC Workshop
IEDC Economic Development Marketing & Attraction Class
Organization

Committee Reports

Design – David reported

Economic Restructuring – Geoff report the mapping of downtown is proceeding– need to get changes in assessed value

Issue of CPA –

Leif as our new CPA is to do accounting of with-holdings for payroll.

Pete Hill will follow up with Leif.

Quick Books – Tyler will follow up on on-line version.

Future Agenda Items

Latisha to report on easements

WECEDA criteria approach; procedures

Ron Binning – Insurance

Connect DTWW with Patrick Cannon at CDA

Work Plans - review

Recap Council Meeting

Recap Strategic Planning

Meeting adjourned at 9:45 am to Executive Session

Geoff will send out job description and evaluation documents-

1 Send review documents to board members

2 All board members review director; Geoff compiles results

3 Executive Committee meets with director to discuss performance review

Meeting adjourned at 10:15am.