

Downtown Whitewater, Inc.
Board of Directors Meeting Minutes - DRAFT
Wednesday, January 23, 2013 – 8:00 am
Whitewater Municipal Building, 2nd Floor, Community Lakefront Room
312 West Whitewater Street, Whitewater, WI 53190

Board members present: Glenn Gebauer, Dennis Salverson, Pete Hill, Nate Parish, Tyler Sailsbery, Cameron Clapper, David Saalsaa, Roni Telfer, and Tami Brodnicki

Board members absent: Geoff Hale (out-of-town at a business trade show)

Vice-president David Saalsaa called the meeting to order at 8:01.

Denny moved and Nate seconded approval of agenda - approved.

Nate moved and Tyler seconded approval of the minutes from December 27, 2012 - approved

Tami presented the current check register and the list of donations pledged and received. She indicated that Quick Books has been uploaded. Nate explained the issues in events and in fund raising. He will bring a budget to the next meeting for review. He suggested we keep money raised at Pig in the Park in a PIP fund to grow the event and keep PIP as a line item. The remaining façade grant money also needs to be a separate line item. No formal action taken.

The revised job description and salary & benefits of the Executive Director were discussed. Denny moved and Pete seconded approval of the job description – approved. The salary & benefits policy will be revised to include Paid Time Off (PTO) to include vacation, sick leave and flex time. The revision will come to the next meeting.

Cameron moved and Roni seconded approval of appointment of Nate Parish as the Chair of the Fund Raising Committee – approved

Nate presented the fund raising committee’s recommendation to conduct a fund raising raffle with a social and drawing to be held April 16 at the Black Sheep. Denny moved and Cameron seconded approval – approved.

Cameron moved and Denny seconded approval of a committee to write the MOU with the city to consist of Cameron, Tami and the executive board members - approved.

Tami updated the board on the status of the 2012 Annual Review and the State Accreditation Packet. It is awaiting some financial statements.

A discussion of Downtown Whitewater Inc.’s involvement in the Pangea Project focused on concerns that we cannot afford the \$1000 cost. Pete moved and Denny seconded that we notify Ron Binning (who is ushering the project) with a statement that we support the concept but cannot commit to paying – approved.

The following statement was approved to go to Ron: “Downtown Whitewater Inc. supports the project in concept. However, as re-review our finances and the cost of the project we cannot, in good conscience commit to funding this project this year.”

Tami updated the board on the progress of the office move. The new lease at the new rate begins February 1, 2012.

In discussing the upcoming Board elections the following have indicated interest in running:
Kim Scharine, as a business owner
John Patterson, as an at-large member
Jon Kachel (likely will run)
Tyler Sailsbery will run again as a business owner
Still need a UWW representative

It was clarified that Nate is the financial representative on the board and Glenn continues on the board for another year.

The annual Meeting is to be March 14. David will speak to Jessica’s about hosting the meeting and donating the food and space. If that will not work, we will ask the SweetSpot.

Roni will resend to board members what we agreed to in the last strategic planning session. Board members are asked to write possible metrics to go with the outcomes to help us measure success. Roni will also send out some possible dates for another strategic planning session.

Discussion of possible changes to the parking ordinances was tabled to the February meeting.

David reported that Design Committee has met with the Urban Forestry Commission to continue building a plan for trees and vegetation downtown.

Future agenda items:

- Budget update and finances
- Parking changes
- Strategic planning session

Meeting adjourned at 10:10.

Next Board Meeting: February 27, 2013, 8:00 am, Downtown Whitewater, Inc. Office