

**Downtown Whitewater Inc.**  
**Board of Director's Meeting**  
**Minutes**

Tuesday July 1, 2014, 8:00 am  
Discover Whitewater Conference Room  
150 W. Main Street, Whitewater, WI 53190

**Present:** David Saalsaa, Tami Brodnicki, Roni Telfer, Chris McDonnell, Kristine Zaballos, Kim Scharine, Glenn Gebauer, Joe Jaquess, Brienne Diebolt-Brown, Mark Wokasch, Dennis Knopf

Absent: Sara Amiri

**NEXT STEPS (from last meeting):**

- Reaching out to Council members:
  - Kristine will talk to Jim Winship – **not yet**
  - Dave will talk to Patrick Singer and Ken Kidd – **Singer yes, Kidd no**
  - Sara will talk to Stephanie Abbott – ?
- Nate and Dave will update the Google docs with specific fundraising/sponsor deadlines –
- Tami will change the name of the funding account to “Façade/streetscape” – **in process**
- Cameron will ask City if they can repair the dumpster and bill back property owners – in process- Not city responsibility; need agreement of property owners to maintain. David will talk to property owners.
- Brienne and Dennis will draft online survey for Jack Hanna and Tami will send out to those who attended and who we have emails for –**No longer valuable, omit**
- Contact facilitator & arrange details for Strategic Planning on August 25 (Tami) – **done**
- Send a summary of efforts to date in advance of strategic planning – (Roni & Tami) – **in process**
- Begin new website development (Tami & Sara) – **in process**
- David will call candidates to inform them of election results - **done**
- Check on showers at Williams Center for smokers' use Sat. AM at Pig in Park (Roni)-**done**
- Get feedback to Denise at UWW re: Summer Breakfast Speaker Series (Roni) -**Done**

**ACTION ITEMS:**

- Approval of agenda: moved by Joe Jaquess, seconded by Kim Scharine; approved.
- Approval of minutes from June 3 board meeting with corrections: moved by Kristine Zaballos, seconded by Kim Scharine; approved.
- Plan for use of UWW intern & website development (action if needed)
- Potential use of a non-profit agency (Brienne will get details.)
- Tami will have conversation with Bud Gayhart about intern
- Tami/Sara will communicate with Paul Ambrose re: website maintenance

**DISCUSSION ITEMS:**

- President's report (David)
  - Streetscape tree replacement and trip hazards – will be addressed by city crew in July. Also issues regarding brick pavers etc. in Cravath Lake Park.
  - City is working on ADA compliance in downtown & Starin Park
  - David will talk to UFC for joint communication regarding tree replacement
  - East Gateway Committee report – Kim reported efficient communication with Chuck regarding signage and issues of access. David reported working with businesses on access issues.
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- Director's Report (Tami)
  - Pig in the Park – report. Thank you to Fourth of July Committee for help and equipment. Not a money maker. Waiting for final bills. Increase in People's Choice sales. Discussed adaptations for future. Possible amateur BBQ at same time.
    - Need data of businesses that benefitted. (Dennis)
    - Need power amperage (future work with city)
    - Need more volunteers.
    -
  - July 15 Report to council (to include when coming back with \$ request; coordinate with strategic planning)
  - Directors' Workshop in Port Washington report. Focus on social media.
- Treasurer's Report:
  - Fund Raising Committee July 16, 9:00 am
  - Raffle tickets on sale; drawing July 29

### COMMITTEE REPORTS:

- Design (Dave in president's report)
- Organization (Kristine)
  - Clean up on Wed.
  - Newsletter in July
  - Board training with Dennis
- Promotions (Joe)
  - July 10, 8:00 – 10:00 am next meeting
- Economic Restructuring (Cameron) – July 17 at 4:30pm  
Erin Welty at next meeting.

### Around the table: (information)

Chris – tonight's City Council mtg at Innovation Center – strategic planning  
 August 2 – Main Street Festival (to bring people downtown)  
 July 2, Aug 22, Oct 24 – Clean up dates  
 General discussion of how we can get more volunteers for events.  
 Aug 26 at 6:00 pm – DTWW Strategic Planning –

### NEXT STEPS: (by next meeting)

- Get feedback/testimonials from downtown businesses positively impacted by Pig in Park. (**Dennis**)
- **David** will talk to UFC for joint communication regarding tree replacement
- Communicate with Bud Gayhart to plan for using an intern (**Tami**)
- Communicate with Paul Ambrose regarding website development (**Tami & Sara**)
- Reaching out to Council members:
  - Kristine will talk to Jim Winship – **not yet**
  - Dave will talk to Patrick Singer and Ken Kidd – **Singer yes, Kidd no**
  - Sara will talk to Stephanie Abbott – ?
- **Nate and Dave** will update the Google docs with specific fundraising/sponsor deadlines –
- Tami will change the name of the funding account to “Façade/streetscape” – **in process**
- Send a summary of efforts to date in advance of strategic planning – (**Roni & Tami**) – **in process**
- Sell raffle tickets - **ALL**