

**Minutes
Design Committee
November 26th, 2012
Downtown Whitewater Office
150 W. Main St. 8:00 AM**

Members Present: David Saalsaa, Richard Helmick, Rick Fassel, Roni Telfer, Bonnie Minette

Not present: Letisha Birkeland

1. Call to order – 8:02
2. Approval of minutes from Oct. 22nd 2012 meeting moved by Richard Helmick, seconded by Bonnie Minette; approved.
3. Discussion of possible façade grant applications
2 have expressed interest in applying.
 - 2 custom doors, period doors.
 - Sign
 - If interested, will come to meeting and apply.
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Roni Telfer moved Design Committee formally request that city follow up on need to remove sign for Headquarters from former location on Center Street. Consider this a formal complaint; seconded by Richard Helmick. Motion carried. **Bonnie will communicate this to the city.**

4. Overview of work plans:

Phantom Art Gallery collaboration with WAA; Historic Photo/art tour (April)
People working: David; Roni; Bonnie

Communication/ PR:

- a. Before/after pictures & façade grant poster in each renovated building.
Bonnie communicate with owners; get to city for printing;
- b. Press releases. (Photos with property owners and story into banner – continued communication.
Identify impact on tax revenue.
Get information to Banner, Register, Union – To Gazette for a feature, State Journal
List buildings – history – photos – **what has been done.** What did DTWI.
- c. Put on website.
- d. Cable connection – do an ad? Use what we put together.
- e. Do press release on local Cable TV

Ordinance communication:

For new/potential businesses – Design committee work with city and businesses to communicate the ordinances and what can be done.

Historic walking tour and digital mapping: Roni & Rick Fassel.

Work with tourism – publicity for Big Read Events and for downtown renovation.

5. Winterfest /Happy Holly Days Parade
Friday night.
Tomorrow – 7:30 am hang snowflakes. GMA
6. Meeting adjourned at 9:32 am