

Downtown Whitewater, Inc. Board of Directors

Tuesday, March 3, 2009, 8:00 to 10:00 AM

Whitewater Municipal Building, 2nd Floor

1. Call to Order by John Patterson
Those in attendance: Brunner, Patterson, Birling, Reichwald, Herold, Hale, Coburn, Kachel
2. Approval of Agenda (Coburn, Reichwald) approved unanimously
3. Approval of February 3, 2009 Minutes (Brunner, Birling) approved unanimously
4. Executive Directors Cell Phone Discussion- Discussion about plans that Tami had investigated, it was decided that Tami should pick the plan that best suited her needs and that Downtown Whitewater, Inc. would pay 75% of the new package, with Tami paying remaining 25 %. (Brunner, Coburn)
It was also decided that Downtown Whitewater, Inc. would pay 75 % of the remaining \$1007.91 owed to Home Lumber and Tami would be responsible for remaining 25 %. (Brunner, Coburn)
5. Freeze Fest Review (Reichwald) – Lacey Reichwald reported a good turnout for some cold, nasty weather at the Special Olympics Polar Plunge. The Promotions Committee held a Chili Cook-off in the warming tent. Special thank-yous to Tami, Lacey, and Kim Scharine for their help. Sweet Spot Coffee Shoppe was the winner again this year. Lacey reported that a donation was made to the Special Olympics for \$101 by Downtown Whitewater, Inc. and there was \$260 retained by Downtown Whitewater, Inc. as a result of the event...all supplies for the event were donated.
6. Breakfast for Wyoming Main Street contingent – a wonderful breakfast was put on by Downtown Whitewater, Inc. for visiting Mainstreet group from Wyoming (approx. 40 people) that was VERY appreciated by the group. Special thanks to Lacey, Kim, Kristine Zaballos, and the Fassls for their help and wonderful food!
7. Report on Downtown Parking/ Other Issues (Kaluva)- Harriet Kaluva relayed information to the Board gathered from Committee meetings and conversations with business owners and residents.
Main concern is lack of overnight parking. Also of concern is that 10 spots are consistently full and 2 hr not long enough for Restaurant and beauty shop patrons among others. Harriet suggested possibly changing some 10 hr sidestreet parking to 24 hr free spots.

Kevin Brunner reported that: - All parking permits have been sold

- New parking will be created
- Proposing parking restrictions not be enforced after 5:00 and on weekends

Harriet also expressed that there is concern about the interiors of some buildings downtown are not up to code.

8. Website Update (Coburn)- Joe Coburn reported a proposed contract with John Chenoweth for \$1500 and that turn-around is about I month. It was suggested to look at Riponmainstreet and Lakemills.
9. Triangle Savings Book Update (Patterson)- John Patterson reported most businesses have been receptive and are placing ads, examples shown. Each business is allowed two free ads with the option to purchase more, space permitting.
10. Committee Reports: Design- Kevin reported that any Façade grant for which the project exceeds \$2000 to be funded with public funds need to pay "prevailing wages" for the project.
Promotions- Possible names for a "Farmers Market" were proposed. Different formats and locations were also discussed. All agreed that it should be weekly and we should use the last 6 weeks of late summer/ early fall to test it this year.
Economic Restructuring- East Gate Project may happen in 2010 if economic stimulus funding becomes available.
11. Adjournment (Coburn, Birling)

Respectfully submitted,

Robert Herold, co-secretary