

Downtown Whitewater, Inc. Board of Directors

Tuesday, December 1, 2009 8:00 to 10:00 AM
Whitewater Municipal Building, 2nd Floor

MINUTES

1. Call to Order at 8:10 by John Patterson
2. Approval of Agenda motion by Craggs, seconded by Hale, unanimous
3. Approval of November 3, 2009 Minutes motion by Hale, seconded by Craggs, unanimous
4. Welcome New Board Members Bud Gayhart, Bonnie Miller and Dave Saalsaa.
5. Thank you to departing board members. Plaques presented to Craggs and Patterson, (Birling's delivered) for their service to Downtown Whitewater.
6. Election of Officers Hale nominated for Board President by Herold, seconded by Kachel - unanimous; Herold nominated for Vice President by Coburn, seconded by Kachel - unanimous; Miller nominated by Hale for secretary, seconded by Coburn – unanimous; Kachel nominated by Coburn for Treasurer, seconded by Herold
7. Make a Difference Day (Kim Clarksen) – used to be in early October, now on April 23rd, asking for assistance and support, an estimated 300-650 students volunteer, projects include picking up trash and cleaning up Trippe Lake Park, Kim is looking for possible projects for in downtown
8. Committee Reports by Chair
 - Promotion** (Gittrich, Reichwald) – Linda Schalk (part-owner of) is now chair of promotion. Linda published on the Rock between 1994 to 1998, owned and operated an ad agency, opened Luca Gold in 2007 in Milton; A-Team and Party Posse will be put back together into one group
 - Design** (Saalsaa) – two meetings were held in November; need to clarify rules and guidelines
 - Organization** (Bilgen) – Election for two additional members will be held in January; Quarterly reports being planned; Planning the awards dinner and worried space may be limited in downtown, so pursuing locations at University (Hyland Hall, UC, Atrium; February 19th award nominations are due Feb 8th; working on annual review
 - Economic Restructuring** (Kachel) – had ¾ of members attend four point refresher; outside dining possible grant of \$500 each for two businesses; working with Chamber on buy local campaign; still looking for additional businesses for recruitment;

Whitewater St is prime for outdoor dining; Bob Sweet is the only ; 11 taverns in five block area, 10

Downtown Market (Coburn) – discussed possibly providing incentives to vendors, Bud mentioned possible cross promotion with downtown businesses; Hmong/Hispanic population

9. Executive Director's Report (Brodnicki) – new board members have received their board manuals, board member statement/responsibility form and conflict of interest form; all members received the 2010 meeting schedule, 2010 event planning schedule, new bylaws and board/committee members contact information; Tami is going to Stevens Point on the 19th per the 4 point refresher course
10. Shared Office Space (Kachel) – DLK, Jon, Kevin and Tami looked at the old bank building for possible relocation/consolidation with chamber; another possible location is Joe Ketterhagen's building;
11. Financial Report (Kachel) additional donations from John's, Weiler's, Schenk & Pope Transport have been received
12. Four Point Refresher Course Review – read review; need a date for strategic planning meeting;
13. Jack Hanna (Brodnicki) – Tami is working with the school district to have Jack Hanna on May 1st
14. Website Update (Coburn) – Tami and Joe have had training on website; Linda Schalk has been added as a website administrator as she has experience with the "joomla!" cms
15. Agenda Items for January 5, 2010 Meeting – Meeting time and agenda time, lake improvement, fundraising for 2010, Strategic Planning date, 10 ways to grow your business
16. Adjournment – Coburn, Kachel - unanimous