

Downtown Whitewater, Inc. Board of Directors
Tuesday, January 6, 2009, 8:00 to 10:00 AM
Whitewater Municipal Building, 2nd Floor

MINUTES

1. **Call to Order** at 8:10 by President John Patterson
Present: Patterson, Bilgen-Craggs, Hale, Brunner, Kachel, Coburn, Reichwald, Herold, Birling
Others in attendance: Brodnicki, Bowen, Brossard, Gittrich, Salsaa
2. **Approval of Agenda** () Approved unanimously.
3. **Minutes of December 2, 2008 meeting** () Approved unanimously.
4. **Election of Secretary**
Geoff Hale nominated Joe Coburn and Robert Herold to share duties of Secretary,
Nomination approved
5. **Promotion Committee Budget Request for 21,500**
The promotion committee is being comprised of two subcommittees with the "A-Team", or advertising team, chaired by Scott Gittrich and the "Party Posse", or special events team, led by Lacy Reichwald. Scott Gittrich presented an advertising campaign for 2009 to promote the "Triangle District". This campaign consists primarily of newspaper advertising and direct mailing pieces. The newspaper campaign would be placed in the Good Morning Advertiser every other week and the Royal Purple, on campus, almost every issue. Lacy indicated that the goal for the "Taste of Whitewater", block parties, etc. is to break even. To accomplish their many goals, a budget of \$21,500 was requested.
6. **Design Committee Report**
Dave Salsaa presented the board with the newly redesigned "Façade Grant Application". The new application allows for up to \$30,000 per project, at the design committee's discretion, to clear up confusion and easier cooperation. (Bilgen-Craggs/ Hale) Updated application approved.
7. **Taste of Whitewater Report**
Bill Bowen presented an update on the "Taste of Whitewater" balance sheet. Discussion followed as to corners to be cut, and new approaches for budget/funding next year. Almost \$3030 needed to pay outstanding invoices. (Coburn/ Birling) Approved \$3030 to pay these invoices.
8. **Financial Report**
Financial update presented to board by Treasurer. Shortfall in this years budget was discussed

and how to cover them. Must consider cuts as well as possibility of using reserves. This led to discussion of pledge drive and a pledge drive list. Due to the importance of this topic, **an additional Board of Directors meeting was scheduled for Thursday, January 22, 2009 at 8:00 AM at the Municipal building**

9. Board and Committee Priorities and Goals for Next Two Years

Tabled until next meeting

10. Discussion of Promotion Committee Budget Request

Following discussion of status pledge drive goals and economic concerns, it was deemed necessary to increase last years budget for Promotions from \$10,000 to \$12,000 for 2009 with \$6962 to be earmarked for newspaper campaign. (Kachel/ Birling) Approved

11. Executive Directors Report

- Need to submit nominations for yearly awards.
- Tami, Rod Dalee and Bud Gayhardt visited Dalee building for consideration as a home for a business incubator.
- Kristine Zaballos has agreed to take over chair position of Organization Committee.
- Online class about "Mall Management" for Tami to enroll in for \$545. (Reichwald/Hale) Approved unanimously.
- Visitors Group meeting Feb. 2nd

12. Façade Status Report

There were 7 grants awarded in 2008
There is approximately \$70,000-\$80,00 remaining

13. Agenda Items for February 3, 2009

Goals and Priorities for next two years

1. Coupon book
2. Farmers market

Fund-raising

14. Adjournment

(Bilgen-Craggs/ Hale) Approved. Meeting adjourned at 10: 30 AM

Respectfully submitted,

Robert Herold