

Downtown Whitewater, Inc. Board of Directors

Tuesday, April 7, 2009, 8:00 to 10:00 PM
Whitewater Municipal Building, 2nd Floor

Attendance: Kachel, Brunner, Hale, Brodnicki, Herold, Birling, Reichwald, Patterson, Coburn

1. Call to order by John Patterson at 8:10
2. Approval of Agenda passed unanimously. Motion by Kachel, seconded by Hale
3. Approval of minutes passed unanimously. Motion by Brunner, seconded by Kachel
4. Committee reports – John Patterson premised that he would like better communication between the DTWW board of directors and all committees
Promotion – Scott Gittrich for “A-Team” – Scott would like a meeting of all sub-committees as he does not have a good sense of what is going on in other committees. Royal Purple ads are running every week and Good Morning ads are running every other week. End of August would be a directory of restaurants, services, etc in anticipation of the semester start. Kachel brought up opening up all advertising to all of WW, but Brunner and Gittrich feel we should focus on the “mall aspect” of downtown and limit advertising to the downtown business district. Saalsaa brought up resentment from other merchants and Westside businesses feel downtown gets preferential treatment. Herold mentioned a focus group being formed by the Chamber to address downtown. Reichwald mentioned people at freeze fest were asking about the Triangle.
Promotion – Lacey Reichwald for “Party Posse” - is working on organizing the awards dinner.
Design – Dave Saalsaa - design meets weekly, some projects currently being worked on: the sign ordinance (looking at other city’s ordinances); looking at how things have changed in downtown and how to become a little bit more business friendly. Brunner inquired about Bob Sweet (awnings) and Steve Spear (painting).
Organization – reviewed market profile
Economic Restructuring – ER members are making calls to an extensive list consisting of: bakeries, bookstores, furniture stores, gourmet food stores, restaurants sporting goods (outfitters). Coupon books have been finalized and will contain 128 coupons, which represents 60 businesses. There is a potential for an “art store” downtown with UWW student, UWW faculty, and possibly Belushi or Ambrose memorabilia.
5. Purple bike program – Dave Saalsaa reported extensively on this potential project. Dave met with the Budget Bicycle founder, who started with 60 bikes in Madison and now has 300+ bikes. After the first year most bikes were stolen or driven into Lake Mendota, now bikes are checked out with a credit card and a rental form is filled out. Bikes can be taken for the day or the season, if bike is not returned then their credit cards are charged \$80. Budget Bicycle loses about 10% of their bikes every year. It’s all in the name of “good Karma”, to paraphrase the founder of Budget Bicycle.
6. Directors request f/vacation – approved Tami will take vacation on May 11-15. Motion by Kachel, seconded by Hale

7. Director's report – Commercials running again at the frequency of 80 commercials a month at a cost of \$100 per month and feedback has been good. Silent auction items are coming in, 73 market profiles sent out, creating a directory for Royal Purple and Good Morning.
8. Financial report – all approved
9. Website update – who and what are visiting this site, more information coming soon
10. Triangle savings book – John is taking pre-orders.
11. Senior triangle walk – 8 – 11 on Tuesday and Thursday. John would like a small commitment from DTWW. Motion by Hale, seconded by Brunner – all approved
12. Campus downtown shuttle – invite CEO group to present at next board meeting. Invite Brown Cab, and Doug to present, make agenda item.
13. Downtown signage – approved funding the purchase of banners. Motion by Kachel, seconded by Birling. Birling will send around samples.
14. Agenda items f/May 5 – city market, CEO group, Downtown shuttle
15. Parking on North St – Geoff presented idea for additional parallel parking across from the former Armory.
16. City Market – short on time, will be discussed at next meeting.
17. Adjournment – Motion by Coburn, seconded by Kachel. All approved. 10:05.