

Downtown Whitewater Board of Directors Meeting
February 22, 2021 6-7 PM
Virtual Meeting

Join Zoom Meeting

<https://us02web.zoom.us/j/83457128336?pwd=cjdScnJ4QkQ4Q0dZajdsbjNYbFdCUT09>

Meeting ID: 834 5712 8336

Passcode: 858195

Dial by your location

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1. Call to Order & Roll Call

Present: Rob Boostrom, Kristin Mickelson(city), Garrett Smith, Lisa Dawsey Smith

Absent: Katie Lehman

2. Approval of Agenda - RB, KM - unanimous consent

3. Treasurer's Report - not available, bank balance shared

4. BID Discussion - should have information soon for viability of BID district; larger meetings will be needed for education purposes

5. Market Update - indoor market continues, anticipate moving outdoors in April due to push back from patrons over safety procedures in place

6. USDA Rural Business Development Grant Information & Update - board provided input to upcoming discussion of brand pillars in the form of identifying target audiences and needs

7. Campus to Community Program - no updates

8. Summer Event Discussion - 4th committee to meet, decisions need to be made for fireworks launch site and additional pieces of the festival being scheduled or cancelled. Walworth county on track for most large scale summer events

9. Adjourn

4. Treasurer's Report

Our current operating balance as of 10/26/2020 is \$11,675.63.