

Downtown Neighbors Association
Board of Directors Meeting Minutes
Tuesday, January 27, 2015

Present: Don Arenson, Lee Ann Kingston, Don Nasgowitz, James Orth, David Ray, Sheryl Waltman, Michael Sullivan, Sharon Woodhouse, Dave Reid, Claude Krawczyk, Nancy O’Keefe, Stacie Callies, Sherry Summers, Stacie Snap, Matt Dorner, Andrew Wagner, Kim Morris, Danielle Coterel, Joe Taylor, Matt Schoenfelder, Joel Rittle, Mary Jungers, Katie Kimes

Absent: John Kielich, Beth Weirick

Guests: Jessica Sottile, Tony Sottile, Tom Sabourin

I. Call to Order

President Claude Krawczyk called the meeting to order at 5:28pm.

II. Meeting Minutes

Andrew Wagner moved to approve the minutes of October 28, 2014. Jim Orth seconded and the motion carried.

III. Treasurer’s Report

Stacie Callies reported that there was a balance of \$4,431.54 in the bank as of December 31, 2014. Total income for 2014 was \$2,500 and total expenses were \$584.79. Nancy moved to approve the financials and Sherry Summers seconded. Motion carried.

IV. Events and Promotion Committee Report

Lee Ann Kingston reported that they plan to continue to piggy back existing events. Urban Ecology Center (CSA) – you buy a share of farmers crop, tell the farmer what you want and they grow it and deliver it to you. If people are interested Lee Ann could set up a presentation. It was suggested to piggy back on a couple of winter events. Claude suggested that DNA have a float in the Westtown St. Patrick’s Day Parade. Lee Ann motioned to allocate \$600 for the float and Don Arenson seconded. Motion carried.

V. Outreach Committee Report

Mary Jungers reported that the committee reported that they had two meetings since July.

- a) \$50 was spent on a Facebook ad and it increased the DNA page from 110 to 340 “likes.” It was suggested that the next ad should direct people to the membership section of the website to increase members.
- b) The committee will look into putting posters or business cards in downtown apartment buildings.
- c) A survey was completed on the O’Donnell Park sale. The committee would like to do more surveys.
- d) On Milwaukee is hosting the DNA website for free, but the committee has limited control and ability to make changes. The website could be moved to Wordpress, but it would incur hosting costs.
- e) Sharon and Danielle thought the mission statement was confusing. They will submit new options for a resident and business mission statement.
- f) Mail Chimp – 256 contacts, 9% net gain, 58% opens, 9 email campaigns (since July), doing four newsletters (going out within 2 weeks of meetings).
- g) Twitter – 422 tweets, 608 followers, following 412
- h) Pinterest – 5 boards, 257 pins, 231 followers

VI. Resident Advocacy Committee

Jim Orth reported that the committee had not met and no issues had been brought to their attention.

Andrew said the alley behind the Brat House and Upper 90 is full of trash. We should get a group together to pick it up and try and get media/press coverage. Make 3rd Street the focus.

VII. Election of 2015 Officers/Vacant Board Position

Graham Baxter resigned as he moved out of downtown. Third Ward residents were invited to the meeting to see if they'd be interested on serving on the board, i.e. Jessica and Tony Sottile and Tom Sabourin

2015 Officers were elected. President – Claude Krawczyk (final year as president) VP – Andrew Wagner (will transition to president next year); Treasurer, Stacie Callies and Secretary – Nancy O'Keefe
Don Arenson motioned to approve and Jim Orth seconded. Motion carried.

VII. Meter Parking Signage

Claude Krawczyk announced the final cost of the stickers was \$1,160 (1,000 sets). The city will provide the labor and the stickers will go up in spring. The board will send out a press release. Urban Milwaukee will publish it.

Court of Honor

Claude and Stacie gave the background on the Court of Honor. DNA will make a \$500 contribution. Don Arenson motioned, Michael Sullivan seconded. Motion carried. We will use E-blasts and social media posts to promote.

IX. Dog-Friendly Downtown

Andrew Wagner suggested that DNA add dog waste stations throughout downtown. Nancy will work with Andrew on this issue. Anyone else interested should contact Andrew and a separate committee will be created.

IX. Pledge of Cooperation and "Cash Mob" Discussion

To date we have 27 businesses and 10 bars/restaurants who have signed the Pledge of Cooperation. Claude Krawczyk discussed the idea of doing a cash mob at businesses that have signed the Pledge. A cash mob is a group of people who assemble at a local business to make purchases. The purpose is to support local businesses and the overall community.

X. DNA Weighing in on Downtown Issues

After much discussion it was decided that each issue should be handled on a case-by-case basis. And, Don Arenson stated it was important that a majority is a majority.

XI. Adjournment

The meeting was adjourned by acclamation at 7:08pm.

These constitute the official minutes of the Downtown Neighbors Association Board of Directors meeting held January 27, 2015 at the offices of the Historic Third Ward Association, Milwaukee, WI 53202