

Cathedral Square Friends
Steering Committee Meeting
04/13/2016

13 April 2016/ 6:00 PM / 825 N Jefferson St, Milwaukee, WI, Board Room 1st Floor

ATTENDEES

Carl Baehr, Dave Reid, Edward Beckard, Emily McElwee, Greg Patin, Mariiana Tzotcheva,
Kim Morris

Not in attendance: Mary Patzke, Thomas Leisle Jr., Dan Taylor, Lindsey, Arnold, Joan
Herriges, Laura Schloesser (Parks Department)

AGENDA

- 1) Approval of last meeting minutes
- 2) Update on legal entity
- 3) Review proposed bylaws
- 4) Outreach strategy
- 5) Mission statement
- 6) Summary and next steps

NOTES

1. Approval of last meeting minutes

The group approved the meeting minutes from the March 15th meeting.

2. Update on legal entity

Dave Reid presented to the group the two options for available to the group (as described in the meeting presentation)

- Option 1- Fiscal Sponsorship through the Parks People
- Option 2 - Wisconsin Non-Profit Corporation, leading to 501 (3) ©

The group discussed the pros and cons and what is required and voted to go with Option 2 -Wisconsin Non-Profit.

Additional topic discussed was the Parks Amenities matching fund. Kim Morris shared the link with the group.

3. Review proposed bylaws

Mariiana Tzotcheva had prepared draft bylaws based on sample bylaws provide by the Parks department. Mariiana had highlighted sections where a decision is required to be made by the group.

In addition, the group will ask Laura from the Parks Department to share example bylaws where the group is a Wisconsin Non-Profit for comparison.

The following decisions were made:

- There will be a Nominating Committee
- The group that signs the bylaws will be the Board members until the first Annual Meeting
- Annual meeting of the Board will be in March 2017
- The Board will consist of 8-10 members.
- There will be no staggering
- The term of the Board members will be 3 years
- Removal will be by $\frac{3}{4}$ of the Board
- Meeting by Telephone is ok
- Action by written consent is ok
- Fiscal year will be December 31
- Mariiana to update the bylaws with the agreed updates
- Next meeting, the group will review the updated bylaws and sign

In addition, Emily suggested changing the friends group name to "Cathedral Square Friends". The group agreed. Going forward the group will be referred as "Cathedral Square Friends" or CSF abbreviated.

4. Outreach strategy

The following topics were discussed:

- Website
 - Should be simple design
 - Web address: www.cathedralsquarefriends.com
 - Dave Reid will start a free wordpress site
 - Greg Patin & Carl Baehr will contribute material for site content
 - Kim Morris suggested that East Towne can contribute seed money to get the group started.
 - The group will also look at other parks groups websites for ideas, for example Doctors Park and Juneau Park
- Facebook page
 - We can use images from East Town.
- Branding the square
 - Greg proposed a symbol/logo for for the square
 - Important to consider: how it will print on T-shirts or other printed thing; how it will appear on Facebook, Twitter and other social media; compatibility with East Town website and Jazz in the Park
 - The group is trying to have presence at Jazz in the Park this summer
 - East Town to provide a table, Ed Beckard/ Mariiana Tzotcheva volunteered to staff the table. Additional volunteers are welcome

5. Mission statement

- The group revised all the proposals (including the one submitted by Lindsey Arnold to Mariiana)
- The following mission statement was agreed upon:

“ The mission of Cathedral Square Freinds is to support, maintain and enhance Cathedral Square as a historic public gathering place”

6. Summary and next steps

- The group discussed action items and next meeting

- In addition the group members agreed to contribute money to get the filing and get started. East Town will also help

ACTION ITEMS

1. **All** - review meeting minutes from April meeting
2. **Mariiana Tzotcheva** - email the group meeting minutes and handouts from the meeting
3. **Mariiana Tzotcheva** - contact Laura from Parks Department for example bylaws of friends group that is Wisconsin Non-Profit
4. **Dave Reid** - get started a free Wordpress site, www.cathedralsquarefriends.com
5. **Greg Patin** - propose logo, homepage content and flyer to be reviewed at next meeting
6. **Carl Baehr** - propose historic section content for the website

NEXT MEETING

05/18/2016, Wednesday, 6:00 pm, 825 N Jefferson St, Milwaukee, WI, Board Room 1st Floor