

Cathedral Square Friends
Board Meeting
09/27/2017

09/27/2017 / 6:00 PM / 759 N. Milwaukee St. (the Colby Abbot Building), Conference Room 416

ATTENDEES

Carl Baehr, Dave Reid, Mariiana Tzotcheva, Greg Patin, Eddie Sturkey, Dan Taylor, Derek Peruo

Not in attendance: Emily McElwee, Kim Morris, Sharon Woodhouse, Jim Orth

AGENDA

1. Approval of Sept 6th meeting minutes
2. Customgrown update
3. BID 21 Budget and County updates
4. Fountain discussion
5. Fundraising party at Taylors
6. Color the Square campaign

NOTES

1. Approval of Sept 6th meeting minutes

Carl made a motion to approve and Dan seconded it, all approved.

2. Customgrown update

Dan had been in contact with Paul Budzisz from Customgrown trying to get a quote from the company for flower baskets. Little interest was shown by Customgrown and Dan recommended CSF move one without Customgrown. All agreed.

3. BID 21 Budget and County update

Dave provided the following updates:

- Dave had sent the BID a quote for the Flower Baskets for the BIDs Sept 11 Budget meeting. (The BID has asked for a quote to review and possibly provide funding to CSF). The BID meeting, however, was moved back to October. The CSF flowers is still on the agenda.
- Dave was also in communications with Guy Smith from the County and the County likes the idea of the Flowers Baskets. Per information from the County, there were flower baskets at Cathedral Square at some point in the past.
- The County will do a grass treatment of the grass in the Square. Carl had seen some signs indicating grass treatment already.
- City of Milwaukee DPW Commissioner, Gassan Korban had indicated that he would like to have someone from CSF to join DPW staff in performing a walk thru/inspection of the poles around the Square. Carl volunteered to do it.

4. Fountain discussion

Derek discussed his impression of the fountain that it looks outdated, not pleasant to look at, etc. The group discussed ideas of doing something with the fountain at the Square during the months when it is not covered by the Jazz in the Park stage. (Sept -June). Ideas included:

- Make a mockery of it to make the point that something should be done to improve it
- Paint it
- Try to do something creative. This can help get a media coverage for the efforts of CSF

- Have it be a place for traveling art
- Have a CSF sign during the holiday season when the Christmas Trees are up
- Ask the County for the status of the fountain - Dave will contact Guy Smith from the County

5. Fundraising party at Taylors

Dave mentioned a previously discussed idea of having a fundraising party at Taylors. Dan is interested and need to discuss with his business partners. Targeted date would be in March 2018. The idea is to have a silent kick off of the fundraising campaign for flowers in the next few months and the party to help reach the goal. The Taylors mailing list includes approximately 1,500 people can be used to promote the event, in addition to the CSF`s, BID`s, East Town`s and DNAs lists. Eddie will work with Dan on the party planning. Derek suggested having specific metrics to measure the success of the party.

6. Color the Square campaign

Discussion was held on best way to engage people. The prime focus should be to reach out to 4-5 major individuals/organizations that are located on or near the Square (for example: Madison Medical, Marcus, etc.) and get soft commitment before announcing it.

Greg has started a spreadsheet list before and had talked to businesses on the Square about CSF. Greg will share with the group. All to agree on who to target and all responses to be tracked. Derek could possibly start meeting with people in person.

A plan is needed, to include the following:

- Press release - Carl will work on the release
- Social media
- Campaign ask - 1 page
- Determine unit cost per basket and amount we want to charge. Greg to update the cost in a spreadsheet , all to think how much to charge per basket.
- Obtain updated quote from KEI - Dave
- Timeline - Eddie
- Graphic image for the Color the Square Campaign - Dan/Greg

- Dave can put campaign material in the shopping bags at the Urban Milwaukee Store and Dan offered to have some at Taylors

7. CSF Logo

Dan had created an example logo and shared with the group. Scott (from Rock Star design) will donate the design of the logo. Dan has received some feedback already and based on the feedback at the meeting he will revise the logo and send off to Scott.

8. Wrap up

7:15 the meeting was adjourned. The next meeting is scheduled for November 1, 2017.

ACTION ITEMS

1. All - review meeting minutes from Sept 27th meeting.
2. Dave - Send Greg info on CIP grants
3. Dave - send link to Dropbox
4. Dave - follow up with Guy Smith from County on status of grass treatment
5. Dave - ask the County about the status of the Fountain and the Playground
6. Dave - contact KEI for an updated quote
7. Carl - Prepare a press release for Color the Square
8. Carl - Contact DPW for a walk through of the pole
9. Carl/Mariiana - work on updating the Yesterday section of the website with images
10. Dan - update the Logo based on feedback and send to Scott
11. Dan/Greg - work on Color the Square graphic image
12. Dan/Eddie - work on Taylors Fundraising party planning
13. Eddie - prepare a timeline for Color The Square
14. Mariiana/Derek - work on making other website/Linked in updates as suggested in Derek's video

15. Mariiana/Jim - Add Jim to the Bank account and share CSF documentation
16. Greg - Update the Color the Square cost document and save in Dropbox
17. Greg - Share Contact spreadsheet

NEXT MEETING

11/1/2017, Wednesday, 6:00 pm, Location :759 N. Milwaukee St.(the Colby Abbot Building), Conference Room 416