

Cathedral Square Friends Board Meeting

09/06/2017

09/06/2017 / 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, Jim Orth

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

AGENDA

1. Approval of August meeting minutes
2. August updates
3. Flowers project
4. Website discussion
5. Logo
6. Treasurer election
7. Wrap up

NOTES

1. Approval of August meeting minutes

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

2. August updates

Dave provided the following updates:

- CSF received a check in the amount of \$500 from Herb Kohl Philanthropies in August. Ed Beckard had talked to them prior to leaving the group. The check was deposited in the CSF Associated Bank account.
- Dave was contacted by the Downtown BID in regards to CSF. The BID next year's budget was being reviewed and they wanted to get a quote from CSF for the flowers project to potentially include some funds in the budget.
- The City of Milwaukee has Community Improvement Project (CIP) grants available citywide. Additional information is available on the City's website:

<http://city.milwaukee.gov/CIPs#.WY3fztKGPCs>

3. Flowers Project

Prior to the meeting Greg had prepared a "Color the Square!" Document detailing the project and the cost estimates. Eddie had provided additional comments/edits to the document which was reviewed by the group at the meeting. Refer to Hanging Flowers Baskets.docx. The following topics were discussed:

- "Color the Square" is ok to use as a the name for the fundraising campaign for flower baskets
- The overall cost should be quoted at \$32,000 + 10 % contingency
- Present in general terms, expand the definitions to include general planting, flowers around the statues and entrances
- To manage cost, the flower baskets can be done in phases:
 - Phase 1: All baskets (24)
 - Phase 2: Perimeter baskets (16)
 - Phase 3: Inside baskets (8)
- Acknowledgement of the donors:
 - Sponsor - large dollar amount - guarantees a visual recognition
 - Supporter - may receive recognition
- Additional comments to be sent to Greg/Eddie to update the document and Dave to send quote to the BID
- Obtain an additional quote from another landscaping service, Custom Grown (Dan)

4. Website discussion

Derek had done a YouTube video review of the CSF website where he highlighted areas where the website can be enhanced. Not everyone had had a chance to review the video. Mariiana to resend to everyone. The following topics related to the website were discussed:

- The Get Involved section needs clean up and need to include a call for action, clearly explain how a person can help
- Have a repeated donation and membership auto renewal option
- Describe clearly that a membership is annual
- Provide an option to donate any amount
- The Yesterday section needs to be broken into sections, perhaps have a timeline and include more historic pictures. Mariiana will work with Carl on updating this section
- List the Board members on the website (Dave)
- Describe difference between BID, Association and Friends group
- Update the website with news about CSF being at the Square in the summer and send email to people on mailing list (Dave)

5. Logo

Dan had created a logo and shared with the group. He is looking for comments from the group and is going to ask Scott (from Rock Star design) to donate a logo.

6. Treasurer election

Mariiana discussed the open Board positions - Vice President and Treasurer. Jim Orth offered to serve as a treasurer. All voted in favor.

Mariiana will work with Jim to add to the bank account and share CSF bank, tax, etc documentation.

7. Wrap up

7:40pm the meeting was adjourned.

ACTION ITEMS

1. All - review meeting minutes from August meeting.
2. Dave - send updated Flower quote document to the BID
3. Dave - send link to Dropbox
4. Dave - website updates (CSF summer presence, list of board members) and email the mailing list
5. Mariiana - sent everyone a copy of the website review video Derek had made
6. Mariiana/Carl - work on updating the Yesterday's section of the website
7. Mariiana/Jim - bank, tax, etc. documentation
8. Dan - contact Scott (Rock Star) about CSF logo
9. Dan - obtain quote from Custom Grown

NEXT MEETING

09/25/2017, Monday, 6:00 pm, Location :759 N. Milwaukee St.(the Colby Abbot Building), Conference Room 416