

Cathedral Square Friends
Board Meeting
11/01/2017

11/01/2017 / 6:00 PM / 759 N. Milwaukee St. (the Colby Abbot Building), Conference Room 416

ATTENDEES

Carl Baehr, Dave Reid, Mariiana Tzotcheva, Kim Morris, Eddie Sturkey, Dan Taylor, Derek Peru, Jim Orth

Not in attendance: Emily McElwee, Greg Patin, Sharon Woodhouse

AGENDA

1. Approval of Sept 27, 2017 Meeting Minutes
2. Updates on To-Do Items
 - thank you letter Kohl Philanthropies
 - KEI quote and deadline
 - county communication
 - DPW walk through of the poles
 - website updates
3. Color the Square Roll Out (Timeline attached)
4. To-dos/Next steps
5. Wrap up

NOTES

1. Approval of Sept 27, 2017 Meeting Minutes

Dan Taylor made a motion, Eddie Sturkey seconded and all approved.

2. Updates on To-Do Items

Dave Reid provided the following updates:

- A Thank You letter was sent out to Kohl Philanthropies. A copy will be saved in the CSF Dropbox
- KEI responded that the due date for Flower Baskets request to come in is Christmas, but willing to work with CSF and possibly wait till the middle of January 2018. KEI response for quote for 8 and 16 baskets is still pending.
- Guy Smith, Chief of Operations, Milwaukee County Parks communicated that his team has done grass treatment at Cathedral Square and another one is planned for the next summer.
- DPW has not responded to schedule the walk through of the poles. Dave/Carl will follow up.
- Dave Reid has been in contact with Milwaukee Downtown, BID 21 (the BID) regarding them allocating money in their budget for flowers baskets. No specific amount was given yet. The BID is asking about price per baskets, timeline, examples of brackets and baskets. Dave will reply with the information requested.
- Press release is drafted by Carl Baehr and needs to be finalized
- The updates to the CSF website that previously discussed were made on the About Us, Yesterday, Today, Tomorrow sections. Pending some rework on the Get Involved page. Will be finalized this week.

- Pending question from prior meetings was sponsorship cost to be charged per pole with two baskets. After a brief discussion all agreed the cost to be \$1,800 per pole with two baskets for two years.

3. Color the Square Roll Out (timeline attached)

The document “Color the Square Timeline” listing a tentative plan for fundraising was reviewed and discussed. Mariiana will update and share.

Additional topics discussed:

- Kim Morris, Executive Director, East Town Association and Dan Taylor, Board Member and Owner of Taylors suggested that their organizations will likely sponsor a pole.
- Jim Orth explained that a common question he has heard from donors when working with nonprofits was are all Board members financially committed. A brief discussion followed that having board members donate is a common practice and is something the group should look at. No decision was made.
- Eddie Sturkey who is also on the Board of East Town Association suggested that CSF should be officially introduced to East Town Board either at their December 2017 or January 2018 meeting. Kim and Eddie will plan and invite Dave.
- A visual sign to recognize the sponsors is still needed. Dan will work on a graphic and material options. Dave/Dan to contact the County to understand options.
- A “Sell Sheet”, a one page document that describes the Color the Square project is needed to be shared when promoting the project and asking for sponsorship. A similar document was prepared by Greg and used for communicating with the BID. Greg/Dan to update.
- A second document, similar format, but describing the group and the project would be good to have to print and distribute in buildings.
- Flowers for Dreams florist has been at East Town events. Kim Morris knows the organization and will help introduce CSF after the online application is submitted.

- Having always an annual party/fundraiser for CSF. Kim offered to help Dan and Eddie with planning.
- Eddie has created a document (saved in Dropbox) to serve as a mechanism to track CSF goals, ideas, and actions items, both general (Governance, Fundraising, Website, etc.) and those that pertain to the Color the Square project. Eddie will start populating the spreadsheet with CSF specific items.
- In order to reach out to potential High Profile sponsors and in general to businesses, organizations and individuals will help to have a list. Greg had prepared a list in the past and spoke to some organizations. Greg to share list.
- Start the application process for the JCI's Blue Sky Initiative. The goal is to apply for \$1,000 to purchase flowers and have JCI volunteers to plant them. Depending on outcome of discussions with the County and cost of flowers, the intent is to have flowers around the statues, in the corners of the park, etc. Mariiana to coordinate with Eddie, in case his firm does some clean-up work next spring as well.
- Kletsch Park (also Milwaukee County Park) has a friends group and they have a sign below the County sign with the friends group name, website and mission. Mariiana will follow up with the County and find out how to get a sign.

4. Wrap up

The meeting was adjourned at 7:20pm. The next CSF meeting is planned for Dec. 6th, 2017 at 6pm.

ACTION ITEMS

1. All - review meeting minutes from Nov. 1st meeting

2. All - Promote "Color the Square" and ask for sponsorships/donations.
3. Dave/Carl – contact City of Milwaukee and follow up on walkthrough of the poles
4. Dave – send the BID the information requested on the flower baskets
5. Dave – set up Google Phone
6. Dave/Mariiana – finalize Color the Square Press Release
7. Dave/Mariiana – create mailing list for CSF
8. Dave/Mariiana – pending website updates (Today, Get Involved)
9. Dave/Mariiana – submit online application for Flowers for Dreams
10. Dave/Mariiana – prepare a press release for #GivingTuesday
11. Mariiana - ask County for a CSF sign
12. Dan – Sponsorship sign
13. Dan/Greg – "Call Sheet" a one page description of Color the Square project (use BID document)
14. Greg - share contact list
15. Eddie/Kim – invite Dave to East Town Association's meeting to introduce CSF
16. Kim – introduce CSF to Flowers for Dreams

NEXT MEETING

12/6/2017, Wednesday, 6:00 pm, Location :759 N. Milwaukee St.(the Colby Abbot Building), Conference Room 416