

	AGENDA	X	MINUTES
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MEETING OF: **BOARD OF DIRECTORS**  
DATE: Tuesday, December 18, 2007  
TIME: 4:00 pm  
PLACE: Board Room  
Wisconsin Community Bank  
PRESIDING: Mike Sanders  
RECORDER: Barb Nelson

**Members:** Mike Sanders, David Riese, Sherrill Kelly, Ryan Wilson, John Baumann  
**Excused:** Mark Vahlsing, Ron Spielman  
**Guests:** Tripp Muldrow, Ron Marsh, Rex Ewald, Tere Dunlap

TOPIC	SPEAKER	ACTION/CONCLUSION
<b>Call to Order</b>	Mike Sanders	Meeting called to order at 4:07
<b>Roll Call</b>		
<b>Arnett Muldrow Presentation</b>	Tripp Muldrow	<p>Specific implementation recommendations for "Downtown....and Beyond was presented for each of the five strategies:</p> <ol style="list-style-type: none"> <li>1. Recognizing and enhancing downtown as the Heart of Monroe. Streetscape plans were presented in a two phase approach with landscaping recommendations on the outer circle of the Square implemented first.</li> <li>2. Marketing strategies introduced emphasized branding, logo use and co-op advertising with the latter falling in the long range plan.</li> <li>3. Development opportunities for select building and parking sites with suggested uses recommended to be taken up by the Economic Restructuring Committee in the short term.</li> <li>4. Creation of a Wisconsin Culinary Center for identity of the community and opportunity for entrepreneurial development. 2008 steps to pave the way for the long term project were recommended.</li> <li>5. Immediate recommendation for the Organization strategie was to begin the conversations with community partners, as well as maintain a regular gathering of partners.</li> </ol> <p>The presentation included specific steps and responsible entities for a 10 year period.</p> <p><b>Monday, January 14, 2008 5:15 pm City Hall</b></p> <p>David Riese motioned to adjourn, John Baumann seconded. Motion carried.</p>
<b>Next Meeting</b>		
<b>ADJOURN</b>		