

Minutes
Winnebago Atwood Businesses
7/27/11
Task Assignments (**Bold**)

Goodman Community Center - 149 Waubesa Street - Boltz Room B

Present Meghan Blake-Horst (Absolutely Art), Carmen Alcalde (Bad Dog Frida), Jennie Capellaro (Green Owl), Adam Chern (Accipiter Properties), Cindy Sullivan (Olbrich Garden Gift Shop), Margo Tiedt (Goodman Community Center/SASY Council), Lance Green (Resident), Twink Jan-McMahon (Sustainable Atwood/SASY Council)

1. Introductions (name and business)

See "Present"

2. Eastside News (ESN) article

Meghan and Adam were interviewed (Steve Meyers) about forming WABA and why, e.g., to have a collective voice during the upcoming street construction.

3. Review bylaws and discuss goals

Existing models of bylaws are available—rather than reinvent, select models will be posted (i.e., GWABA's) with an invitation for input suggesting the following areas of focus (**Meghan**):

- Mission
- Membership (e.g., open membership, restrictions, dues, levels of membership)
- Boundaries (e.g., identity, mission focus, mapping, possible BID)
- Name

4. Outreach

- Word of mouth outreach continues with positive responses.
- It was suggested that the block captain concept could be pushed once formal organization takes shape.
- WABA List-serve continues to increase in membership.
- Currently working from 3 email lists (including WABA) with several duplicate addresses. Need to explore removal of multiples. (**Meghan**)
- Dan Clements, Goetz & Assoc., tax accountant for small businesses expressed interest in working with WABA. Has worked with other Madison business associations (LG).

Congratulations

...to Meghan for being awarded the NICHE Magazine Top Retailer Award for Local or Regional Craft Gallery--The industry's highest honor for a retailer to receive in both American and Canadian craft.

Next Meeting August 24, 2011, 9 am Location TBA (**Margo**)

Respectfully submitted by Twink Jan-McMahon twinkjm@gmail.com