



Waterloo Citizens for a Pool

Wednesday, 08.07.2019, Monroe County Health Dept, 6:30pm – General Assembly Meeting

Attendees

Jason Breithaupt
Dawn Rubemeyer
Vickie Kehrer
Kim Ahne
Lyn Ahne
Amy Grandcolas
Diane Schillinger
Carol Tucker

Meeting Minutes

Officer/Committee Reports

1. Kim Ahne called the meeting to order. Dawn Rubemeyer made a motion to approve the July Meeting Minutes. Vickie Kehrer seconded that motion.
2. President – See Old and New Business.
3. Vice President – See Old Business.
4. Treasurer – Currently no new income to report, except for the eScript funds coming in, roughly \$ 20 a month. We have an approximate balance over \$ 20,000 currently.
5. Secretary – See Old Business.
6. Fundraising – Lyn is working on some possible new fundraisers that she will go over soon.

Old Business

1. Business Plan – the board will be finalizing the Strategic Plan at their next meeting and will have that to share at the September meeting.
2. Petition – We are still looking to get 500 signatures by the end of the year. This petition will be used when presenting to local government taxing bodies. We are currently over 420 signatures.
 - a. Upcoming Possible Events
 - i. Chamber of Commerce Concert Series: Sunday, August 11th & September 9th
 - ii. Waterloo Homecoming: Friday & Saturday, August 23rd & 24th
 - b. Possible Future Events – WSA Fall Sports, Girl Scout Registration (Sept 12th), Explore Waterloo Block Party (Sept 13th), WCUSD Color Run (Sept 28th)
3. Feasibility Study – We are now partnered with the SIUE School of Business to have a feasibility study conducted by their two MKTG 377 Marketing Research classes. We had a conference call with Professor Mike Hair earlier this month and have a timeline for our study as their class project this semester. We will be presenting to the two classes in early September to go over what we are looking for in this project.
4. WCP Dog Bowls – no additional businesses added since our last meeting.
5. T-Shirt Awareness Campaign – Amy needs to lock down a couple more businesses to sell these so we can determine how many to order and when.

6. Yard Sign Awareness Campaign – Local quotes so far are pretty high. Amy will get a quote from a wholesale contact she has. These could also be good for putting in business windows or we could consider selling them.
7. City Council Meetings – nothing of note at the last city council meeting. At the July park board meeting, there was a discussion on applying for the Oslad Grant that was re-instated this year, possibly with the intention of building a splash pad. The maximum grant amount is \$ 400,000 if a land acquisition is not required. The deadline for applying is August 19th. They adjourned undecided on the matter.
 - a. Upcoming City Meeting Schedule :
 1. Monday August 5th – Amy
 2. Wednesday August 14th (Park Board) – Dawn
 3. Monday August 19th – Dawn
 4. Monday September 2nd – Labor Day???

New Business

1. Kim provided an example from Decatur IL for the Build Illinois Bond Fund. They were in the process of building an aquatic center. The community wanted to have a lazy river and splash pad for the project, but that was not in their project budget. Their state representative worked with the local park district to get them \$ 3 million to add that to the project. Each state representative can apply for money from the Build Illinois Bond Fund to be used for targeting economic growth.
2. Park District Board Meeting – push plan to present to them until early 2020 once we have results from the feasibility study.

Action Items

1. Petition Events
 - a. Chamber of Commerce Summer Concert Series – Dawn
 - b. Waterloo Homecoming – Dawn
 - c. WSA Fall Sports - Amy
 - d. Girl Scout Registration – Amy
 - e. Explore Waterloo Block Party – Lyn
 - f. WCUSD Color Run - Kim
2. Reach out to Additional Local Businesses for T-Shirt Sales – Amy
3. Get a Wholesale Yard Sign Quote - Amy
4. Set up Deliverables and Outline for SIUE Feasibility Study - Board
5. Business Plan and Timeline
 - a. Revise at next Board meeting

Next Meeting Agenda Items

1. Updated Strategic Plan/Timeline
2. SIUE Feasibility Study Presentation
3. Discuss Petition Events
4. Yard Sign Campaign