



Council Agenda Item

Meeting Date: December 16, 2025

Agenda Item: Memo re status of MOU with Downtown Whitewater, Inc

Staff Contact (name, email, phone): Mason Becker, mbecker@whitewater-wi.gov

BACKGROUND

(Enter the who, what when, where, why)

Several weeks ago, it was brought to staff attention that a Memorandum of Understanding (MOU) had existed between the city and Downtown Whitewater, Inc, which was signed in 2021. Staff reviewed the MOU.

The terms of the MOU show items that have clearly occurred and been documented, while other terms have not been acted on or only partially fulfilled. Some of the other items are now outdated (e.g. items relating to COVID-19). The current Executive Director of the Whitewater Area Chamber of Commerce, who also serves as Executive Director of Downtown Whitewater, Inc was made aware of this document as well as the city's intent to seek a new and revised MOU setting out clear expectations and obligations to match the city's continued annual investment.

The Executive Director did share this information with their Executive Committee. The committee discussed the MOU as well as the ongoing purpose of Downtown Whitewater, Inc, noting that downtown business representation is needed to keep the group viable.

At the December 10, 2025 board meeting of the Whitewater Area Chamber of Commerce, the Community Development Director (who represents the city on the board) shared this information with the Chamber's board as an update. The Chamber board and Executive Director are aware that a formal response to the City Manager and Common Council will be expected at some point early next year.

Additionally, it should be noted that a new Downtown Whitewater, Inc board is in the process of being formed.

A meeting has been scheduled in mid-January involving representatives of the Chamber, Discover Whitewater, Downtown Whitewater Inc and the Community Development Director to discuss further and determine next steps.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

- The previous MOU was signed by both parties, January 19, 2021.

FINANCIAL IMPACT

(If none, state N/A)

The city makes an annual contribution of \$30,000 to Downtown Whitewater, Inc. This was again approved as part of the 2026 city budget.

STAFF RECOMMENDATION

This memo is informational only. No action is needed at this time. Staff will continue working with Downtown Whitewater, Inc on a mutually agreeable MOU for 2026. The Common Council can expect another update on this during Q1 2026.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

A copy of the 2021 MOU is attached.
