

**BRILLION CHAMBER OF COMMERCE
BOARD MEETING MINUTES**

December 1, 2010

Cobblestone Creek Dining & Banquet

12:00 Noon

CALL TO ORDER:

President Tammy Fischer called the meeting to order at 12:00 PM.

ROLL CALL: Present were Tammy Fischer, Doug Neils, Mike Buboltz, Rebecca Flanders, Tammy Williams, Tom Kees, Mark Vechart, Doug Buboltz, Wayne Volkman (non voting), Nick Madison (non-voting), and Joy Buboltz (non voting). Absent were Eric Nies and Gary Kabat. Guests of the meeting were Rob Jensen and Tammy Koehler.

WELCOME NEW 2011 BOARD MEMBERS:

Tammy Fischer welcomed new 2011 Board Members Rob Jensen and Tammy Koehler to the meeting.

APPROVAL OF MINUTES – NOVEMBER 3, 2010 MEETING:

Motion – Tom Kees moved to approve the November 3, 2010 Chamber Board Meeting minutes with the noted corrections. Seconded by Tammy Williams. Motion carried.

SECRETARY-TREASURER REPORT:

The Board reviewed the December 1, 2010 Secretary Report and the Treasurer Financial Report presented by Joy Buboltz.

COMMITTEE REPORTS:

1. Marketing & Branding Committee Update:

Winter Fund Raiser:

Lisa White informed the Board that the Chamber's Marketing & Branding Committee is looking at holding a "*Wine, Cheese, Beer, & Chocolate Tasting*" event as a Winter Fund Raiser. She stated the proceeds from this fund raiser will be used to help with the streetscaping of the Brillion Downtown area.

Lisa White stated "The Idea" is to invite local wineries, breweries, cheese places, and candy companies to a tasting in Brillion. The public, as well as business Chamber members will be invited to the event in order to raise additional funds for the streetscaping project. The event would be held sometime in March or April, with the location yet to be determined. Lisa White reviewed the "legalities" of holding such event with the Board.

Lisa White also stated that informational packets will be sent to the potential vendors which would include Associate Chamber member information and information on owning a business in Brillion. This may be a way to showcase vacant buildings in the City and may help an area business open a new branch in the City.

Tammy Fischer asked if there would be a charge for the event. Lisa White stated yes. At this time the proposed ticket prices would be \$25 per single and \$45 per couple. Rebecca Flanders suggested holding a raffle. Doug Buboltz suggested holding a silent auction.

Wayne Volkman stated he analyzed the cost for the event. With the proposed \$1,250 in expenses for the event and if 75 couples attend the event, the net income after expenses would be approximately \$2,125.

Mike Buboltz stated that he would contact Badger Liquor to see if they wish to participate in the event.

Tammy Fischer asked what is needed from this Board at this time. Lisa White stated the Marketing & Branding Committee is looking for approval from the Board so they can start planning the event and sending informational packets to the potential vendors.

Lisa White stated a Saturday date is being looked at this time. Mike Buboltz suggested holding the event in early part of February.

Tammy Williams stated she likes the purpose for this proposed fund raiser. Lisa White stated their first goal with the funds raised from this event is to use the money towards the hanging baskets, and it will be advertised that funds from the event will be used towards the hanging baskets.

Motion – Doug Buboltz moved to allow the Marketing & Branding Committee to proceed with the “*Wine, Cheese, Beer, & Chocolate Tasting*” event. Seconded by Tammy Williams. Motion carried.

CITY UPDATES/COMMUNICATIONS – WAYNE VOLKMAN:

Community Development Director Wayne Volkman reported on the following:

- He was recently informed by Dee Dee Elliot from McDonald’s that the new McDonald’s is scheduled to hold a “soft opening” on December 15th and their official opening on December 17th. A ribbon cutting ceremony is scheduled for December 15th.
- The City Council, at its November City Council meeting, approved their 2011 City Budget. The 2011 tax rate for the City of Brillion is \$8.40 compared to \$7.83 in 2010. The primary increase in the City’s tax rate is the increase in funds for the Street Reserves. Tax bills will be mailed to the property owners the week of December 6th.
- At the December 3rd Redevelopment Authority Meeting, a representative from the Algoma Chamber of Commerce and a representative from their Algoma Main Street Program will be in attendance to give a Power Point Presentation on their downtown redevelopment.
- He has been in contact with representatives from the Landoll Corporation in Beloit & Marysville regarding the moving of the Farm Equipment division to

Kansas. The hope is that Farm Equipment will retain their engineering and sales department in the City of Brillion. He is hoping to meet with representatives from Landoll after the first of the year and will give them a packet of information on the City of Brillion. The targeted transition date for the move is June 1, 2011.

- He is continuing to work on business recruitment.
- He will be working on the 2011 Visitor Guide.
- He will be attending the New North Summit in Oshkosh on December 3rd.
- He was recently informed that Ostoff in Elkhart Lake is in need of more City of Brillion packets.

Wayne Volkman thanked Tammy Fischer for her work as the Chamber President in 2010, and expressed his appreciation to Doug Buboltz and Tom Kees for their years of service on the Brillion Chamber Board.

Tammy Williams asked when the new Chinese restaurant is scheduled to open. Wayne Volkman stated he was informed they hope to open sometime in December.

Doug Neils informed the Board that the Ariens Company will be adding office space to their W. Ryan Street office building. The office space will have the same “look” as the new offices space at their Plant 3 building. Doug Neils also stated that the addition will have geo thermal heating. There will be parking issues with this addition, which is being worked on at this time. The proposed completion date of the project is in June.

SCHOOL DISTRICT UPDATE – NICK MADISON:

School District Administrator Nick Madison reported that the renovation/expansion project is coming along. They are hoping to have the project completed in February.

Nick Madison distributed to the Board Members a pamphlet on “21st Century Learning”. Nick Madison stated back in October, before the teachers went on their tour of the smaller businesses in the City, he asked the teachers to see if those work places are dealing with the items being proposed for the 21st Century Learning. After the tours, the teachers discussed this and determined that those items are definitely in the work places. The direction for learning that is being proposed is controversy.

Tammy Williams stated she took part in a focus group in Green Bay that discussed the 21st Century Learning and stated that the UW School System is working on changing their curriculum due to this. Nick Madison stated he feels that the Technical Colleges are changing their curriculum more towards this than universities in the State.

COMMITTEE REPORTS CONT.:

1. Marketing/Branding Committee Update:

Chamber Decals/Plaques:

No report.

2. Business Recruitment Ad Hoc – Tom Kees:**Executive Pulse Survey Summary:**

Tom Kees reported the Executive Pulse Survey is not completed at this time. He is hoping to have the Survey report for the January Chamber Board meeting and will then ask for a recommendation from the Chamber Board after the presentation. Once the report has been completed, he would like to send a summary of the Report to the seven (7) participating industries with a thank you from the Chamber.

Tom Kees stated the Business Recruitment Adhoc Committee would like to interview twenty (20) or more smaller businesses in the City next and summarize those results.

Tom Kees stated the Business Recruitment Adhoc Committee will be conducting exit interviews when needed.

Brillion Business/Industrial Park:

Tom Kees stated he attended a meeting between City Staff and a representative from the USDA. The meeting was very informational and the representative from the USDA gave some suggestions to the City on the development of a business/industrial park. The representative also gave ideas on the financing of a business/industrial park. Wayne Volkman stated after that meeting, it was determined that a subcommittee needed to be developed to work on this.

3. Business After Five – Tammy F.:

Tammy Fischer stated she is currently working on this for the months of January and April.

4. Web Site Committee – Eric Nies:

Tammy Fischer reported that the on-line application is almost complete. Chamber member information needs to be added to the website. She asked if the new website should be “launched” at this time or wait until the website is completed. Tammy Koehler suggested launching the new website at this time.

5. Retail Committee – Mike B.:

Mike Buboltz stated the holiday promotion full page ad in the Brillion News had a Black Friday theme. He felt the response was good, with 12 businesses participating. The participating businesses’ cost for their portion of the ad was less than \$40. He is not sure on the success of the ad. Rebecca Flanders stated she printed a separate ad that weekend and stated her sales increased.

Mike Buboltz stated it is being discussed whether or not to bring back the “Money Tree” promotion. It was suggested promoting the “Money Tree” promotion the day after Thanksgiving or a week after Thanksgiving. He felt holding that type of promotion the week before Thanksgiving was too early.

Rebecca Flanders suggested creating a Welcome Packet for new businesses and informing them of upcoming Chamber events, i.e. holiday promotion events.

NEW BUSINESS:

1. 2011 Budget:

Tammy Fischer stated the Chamber Board needs to elect a President Elect for 2011. She stated that Doug Buboltz and Tom Kees will complete their terms by December 31, 2010.

Motion – Tammy Williams moved to elect Mark Vechart as the Brillion Chamber of Commerce President Elect for 2011. Seconded by Tammy Fischer. Motion carried.

Mark Vechart stated he will discuss this appointment with his employer.

Tammy Fischer stated she is working on the 2011 Budget with Tammy Williams and Joy Buboltz and hopes to have it finalized in January.

2. Committees/Subcommittees:

Merge Public Relations & Marketing?

Tammy Fischer stated she would like to table this issue so a list of duties can be compiled. Doug Buboltz cautioned having too many committees.

Government Affairs:

Tom Kees stated he feels the City's Budget would fall under Government Affairs. He feels a lobbying voice is needed on certain issues. The Brillion City Council works hard on each budget to provide the citizens of the City of Brillion will high level of services while revenue to them is being reduced. The State of Wisconsin has set mandates on municipalities regarding the reduction for emergency services. Tom Kees explained the Maintenance of Effort Law.

Tom Kees stated many of the labor negotiating laws are against municipalities and union contracts are favoring the unions.

The new Legislative body is being "hit" on these issues. The President of the League of Municipalities recommended passing our concerns onto the new Legislation. We as a Chamber can endorse changes to the present laws and we can encourage our City to do the same. More research needs to be done on this. We need to get the State out of City business.

Education (Lunch and Learn):

No report.

3. Review Office Situation (Joy):

Update on Jenny Pittl's November Board Meeting Presentation:

Tammy Fischer stated she would like to table this issue at this time. She was informed that the City is not interested in having the Chamber Secretary/Treasurer position an extension of the City. Jenny Pittl researched the position and reviewed the Chamber's By Laws. She feels the Chamber Secretary/Treasurer position would not qualify as an Independent Contractor position. Tammy Fischer stated the position would need to be treated as an employee of the Chamber.

1:00 PM – Mike Buboltz and Tammy Williams left the meeting at this time.

4. Next Meeting: January 5, 2011:

The next Chamber Board meeting will be held on January 5th at 12:00 noon.

Respectfully Submitted by:

Joy Buboltz

Secretary/Treasurer – Brillion Chamber of Commerce