

**BRILLION CHAMBER OF COMMERCE
BOARD MEETING MINUTES**

April 6, 2011

Best Advantage Credit Union

12:00 Noon

CALL TO ORDER:

President Tammy Williams called the meeting to order at 12:07 PM.

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

AGENDA:

Tammy Williams stated she would like to add under the topic of “New Business” the item of “Governor Follow Up” for discussion purposes only.

APPROVAL OF MINUTES – MARCH 2, 2011 MEETING:

Motion – Rob Jensen moved to approve the March 2, 2011 Chamber Board Meeting minutes. Seconded by Mark Vechart. Motion carried.

SECRETARY-TREASURER REPORT:

Joy Buboltz presented and reviewed the April 6, 2011 Secretary Report and the April 6, 2011 Treasurer Financial Report.

Joy Buboltz reported she feels that she will be unable to collect from Express Video the \$100 that is owed from them for last summer’s Summer Fun Ticket promotion. She asked if that amount could be removed from Accounts Receivable.

Motion – Doug Neils moved to remove the \$100 owed from Express Video from last summer’s Summer Fun Ticket promotion from the Chamber’s Accounts Receivable and to approve the April 6, 2011 Secretary Report and the April 6, 2011 Treasurer Financial Report. Seconded by Eric Nies. Motion carried.

Tammy Williams reported that she contacted a representative from the Heart of the Valley on their Chamber activities. She stated she will be meeting with that representative in the near future to see how other Chambers work, and to learn more about the relationship Chambers have with the health insurance companies in offering health insurance to its members. Rob Jensen explained to the Board how the health insurance works in Chambers and stated that not all Chambers offer the health insurance option to its members.

CITY UPDATES/COMMUNICATIONS – WAYNE VOLKMAN:

Wayne Volkman reported on the following:

- The City's Pocket Folder has been updated and is being distributed.
- He will be working with Josie Kilgore, Cobblestone Inn and Suites, in placing a City Pocket Folder with City information in each of the hotel rooms and at the front desk.
- The results from the April 5th Election.
- At the March 14th Committee of the Whole meeting it was announced that a Shopko Hometown Store will be built in the City of Brillion. The "groundwork" for this project started last year in August and at that time a Shopko Express store was discussed. The store will be located at Achievement Drive and USH 10 with construction scheduled to start this month with an opening date in mid to late September. The store will be approximately 35,000-36,000 square feet in size.

Mark Vechart asked if this Shopko store will include an optical department and a pharmacy. Wayne Volkman stated there will probably be a pharmacy and is unsure if an optical department is being proposed.

- At the April 4th Joint City Council and Plan Commission meeting it was decided to move forward with the Fawn Ridge Subdivision Phase II project. This is another step forward with residential development in the City of Brillion.
- He has received a number of inquiries regarding vacant buildings in the downtown area and for property along USH 10 in the City. He is very encouraged with those inquires and hopes to report more to the Chamber Board in the next few months.
- On the economic scene, he was recently informed, through the paperwork needed for the semiannual Community Development Block Grant, that PPI has added 26 jobs. PPI is very close to meeting its employment goals with this grant. Endries International is at status quo with new positions.
- The 2nd Annual Taste of Wine, Beer, Cheese, Chocolate event has been scheduled for Saturday, February 11, 2012 at Cobblestone Creek Dining and Banquet. He will be working on trying to recruit new vendors for the event. It is hoped to hold the Annual Taste of Wine, Beer, Cheese, and Chocolate event the last Saturday in February each year.
- In 2012 a Visitor Guide will be created for the City and the City Map and Brochure will then be "phased out".

SCHOOL DISTRICT UPDATE – NICK MADISON:

No report.

COMMITTEE REPORTS:

1. Marketing & Branding Committee Update:

A. Wine & Cheese Event: Final Numbers:

Joy Buboltz reported that as of right now the revenue made from the Wine and Cheese event is \$1,724.92. However, she is still waiting for a payment of \$200 from iCanConserve. She is hoping to have a final amount for the May Board meeting.

Volkman stated he has received very positive comments regarding the event. Tammy Williams asked how the Chamber will be donating the funds to the City. Joy Buboltz stated at next month's meeting the Chamber Board can determine the amount the Chamber wants to donate towards the hanging flower basket project.

Rob Jensen informed the Board that he received a call from a Brillion Lions Club member that informed him that since he is a member of the Chamber Board, that there are some hard feelings with the Lions Club regarding the hanging flower basket project. The Lions Club has voted to have nothing to do with the hanging flower basket project or with their flower boxes along Main Street. They decided to remove all of the flower boxes. Wayne Volkman stated it was felt that something needed to be done in the Downtown Business District and some of the flower boxes presently on the street poles were in need of repair. It was never the intent to discourage the Lions Club from continuing with the flower boxes that were going to be left on the street poles.

Tammy Williams questioned the proposed tree planters. Wayne Volkman stated that once the costs were obtained for the tree planters, it was decided that project would be cost prohibitive. It was felt that the hanging flower baskets project was a more cost effective project. Tammy Williams asked when the hanging flower baskets would be hung. Wayne Volkman stated the week prior to Memorial Day weekend.

Wayne Volkman stated that the first two (2) years of the Main Street Spring Cleanup Project there was limited participation by the property owners. Rob Jensen stated it seems that the general public does not know that the City will be maintaining those hanging flower baskets. Wayne Volkman suggested, to clear the air, that another article be written informing the public the details of the project. Mark Vechart asked what expenses the City will incur with maintaining the hanging flower baskets. Wayne Volkman stated the cost per year is approximately \$3,000. There will be some upfront costs, i.e. water tank, wand, etc., and the summer DPW staff will be watering the flowers Monday through Friday. Tammy Williams stated the Chamber Board will only be donating funds toward the project and will not be involved in the maintenance of the baskets. Wayne Volkman stated he will draft an article for the Chamber Board to review at its May meeting. Tammy Koehler stated, due to time restraints, that the article is done before the Chamber's May meeting. Wayne Volkman stated he will work on an article. Mark Vechart suggested including in the article the yearly expense amount of \$3,000. Wayne Volkman stated this project will be reviewed yearly and only twenty (20) planters will be hung this year. This project may be expanded next year.

Tammy Williams stated it is unfortunate that the Lions Club plans on removing all of their flower boxes along Main Street. She suggested talking to them and ask them to reconsider. Rob Jensen stated he will contact the Lions Club and ask them to reconsider. Wayne Volkman stated that the Lions Club knew of this project awhile ago and this is the first that he heard the Lions Club was upset with this project. Tammy

Williams suggested trying to keep a good working relationship with the service organizations in the community. Wayne Volkman stated the City is willing to work with the service organizations. Mark Vechart suggested that the Lions Club keep all flowers boxes on the street poles.

This item will be discussed at the May meeting.

Tammy Williams stated that Lisa White informed her that the Marketing/Branding Committee there will not be any promotional events this year.

2. Business Recruitment Ad Hoc:

A. Follow Up/Plan of Action:

Tammy Williams stated she spoke with Tom Kees and Tom informed her that he is willing to serve on the Government Action Committee. She also stated that Tom Kees is no longer interested in serving as the Chair the Business Recruitment Committee. Wayne Volkman suggested having Brad Grant serve as the Chairman for the Committee. Tammy Williams stated she will follow up on this for the next meeting.

3. Business After Five – Tammy F.:

A. Upcoming Events:

Tammy Fischer stated the next Business After Five event will be held on May 5th at Hidden Treasures Thrift Shoppe.

Tammy Fischer stated there was concern at the last meeting whether or not to reimburse a business up to \$250 for hosting a Business After Five event. She stated that most businesses receive the \$250 for hosting the event. Community Eye Care only requested reimbursement for the amount of expenses that were incurred with their Business After Five and Orthopedic Spine last summer did not request any reimbursement.

Mark Vechart suggested changing the Business After Five Policy to state that a business can be reimbursed up to \$250 for the first time hosting the event and \$100 for the next time they host the event. Tammy Williams stated it was suggested to change #4 in the Policy to state that a business can only receive \$250 once for hosting an event. Mark Vechart stated if the Chamber Board receives negative feedback on the change to the Policy that the Policy can be changed back.

Tammy Fischer stated that Doug Buboltz, Primary Companies, has requested the summer slot for the Business After Five Event and Ariens Company may fill the fall slot.

Tammy Fischer stated businesses that host the Business After Five events are not taking advantage of placing their business information on the Chamber's "Spot Light". Tammy Williams stated with the new Secretary/Treasurer position, Joy Buboltz, can reach out to those businesses. Tammy Fischer stated that most businesses feel the invite that is sent for the Business After Five event is sufficient.

It was decided that the revised “Business After Five” Policy will be placed on the May agenda for approval.

4. Web Site Committee – Eric Nies:

A. Opportunities/Ideas:

Eric Nies stated that before this Chamber Board meeting he met with Tammy Williams and Joy Buboltz to discuss possible items to be placed on the Chamber website to make it more of a “tool” for members and new members of the Chamber. Tammy Williams stated she understands a Committee was formed in the past to review/enhance the Chamber website and some revisions were made. However, in the past no one was responsible for managing the website. Now with the new Secretary/Treasurer position Joy Buboltz can manage the website with NSC. Tammy Williams reviewed some of the additions that were discussed by Eric Nies and Joy Buboltz, i.e. “About Us Page” Officers and Directors”, “Chamber Bucks”, etc.

Tammy Williams stated she reviewed the Heart of the Valley’s website and will be meeting with a representative from the Heart of the Valley in the near future.

It was suggested adding a Business Link Section, i.e. business properties that are for sale. Tammy Koehler stated the Board will need to decide who would be able to advertise on that link. Joy Buboltz suggested that only Chamber members be allowed to advertise on that link.

Eric Nies will draft a proposal on this for next month’s meeting.

5. Lunch and Learn:

Tammy Williams reported that Alex Salm has agreed to Chair this Committee. She suggested that Alex come up with ideas for Lunch and Learn and present those ideas to the Board. It was suggested asking a representative from a local college or an UW Extension office to do a presentation on starting a business or on business tips. It was also suggested trying to keep a consistent date and time on the Lunch and Learn programs.

6. Government Affairs Committee:

Tammy Williams reported that Tom Kees has agreed to Chair this Committee and is willing to come to the next Board meeting to discuss a topic of concern by the Board. It was suggested to have Tom Kees create a list of topics and present those to the Board.

NEW BUSINESS:

1. Chamber Organization Review: Follow Up from Last Month:

A. Minutes – Post Unapproved Minutes:

Tammy Williams reported that unapproved Board minutes will be posted on the City’s website within ten (10) days of the Board meeting.

B. Mission Statement:

Tammy Williams stated she has been asking other Chamber members if a Mission Statement was ever created for this Chamber. The responses she received were that most members were not sure. Eric Nies will check to see if a Mission Statement was on the old Chamber website. Tammy Williams stated she feels that it is important that this Chamber has a Mission Statement to give the Chamber Board direction to move forward on topics and issues.

2. Golf Outing:

Rob Jensen stated the Annual Brillion Chamber of Commerce Golf Outing will be held on July 28th at Deer Run Golf Course. Joy Buboltz stated she will place that information on the Chamber's website.

3. Farmers Market:

No report.

4. Brillion Gateway Signs – North and South:

Tammy Williams stated two (2) new City of Brillion Gateway Signs will be installed on the North and South end of the City this year. Tammy Fischer stated there are no easements or agreements with the property owners for the installation of those signs on their properties. Tammy Williams stated that Chamber member, Keith Ondrasek, has offered his services to help the Chamber on obtaining the necessary easements/agreements for this. She thanked Keith Ondrasek for this service.

Tammy Williams stated the two (2) new signs will have the same face as the two (2) other signs, just a smaller version.

5. CDC Committee:

Tammy Williams suggested tabling this item at this time.

Wayne Volkman stated that the next scheduled meeting for the Community Development Committee (CDC) is April 11, 2011. There is still a vacant position on that Committee from the Ariens Company. It was suggested that this CDC Committee become a subcommittee of the Chamber. It was also discussed that maybe the CDC could meet on "an as needed basis". This will be discussed at the April 11th CDC meeting.

Mark Vechart asked the purpose of the CDC Committee. Tammy Williams stated the CDC Committee is a "brain storming" committee. The idea for new City of Brillion signs came from those meetings along with the hanging flower baskets idea.

Tammy Williams suggested that the Chamber work with the service organizations in the City to help organize/coordinate events for the City.

6. Chamber Logo Wear:

Tammy Williams stated that Bullseye Screen Printing has a variety of items that the new logo/slogan can be placed on.

7. Chamber Bucks:

Tammy Williams stated that she and Joy Buboltz met with former Chamber Secretary/Treasurer John Baranowski to obtain a better understanding of the Chamber Bucks program. From that meeting the Chamber Buck guidelines were revised. The Chamber Board reviewed the revised guidelines. Changes to the guidelines included placing a maximum discount on the purchase of Chamber Bucks at \$100 and stating that the Chamber Bucks are not valid unless signed by the Chamber Secretary/Treasurer. Tammy Williams also noted that Chamber Bucks can now be redeemed at all financial institutions, since they are considered to be more like a check.

Tammy Williams stated the next step in this process is to have the Chamber Board approve the guidelines at the May meeting and then create a guideline for the financial institutions that sell the Chamber Bucks.

8. Next Meeting: May 4, 2011:

The next Chamber Board meeting will be held on May 4, 2011 at 12:00 noon at Best Advantage Credit Union.

Tammy Williams stated she will be unable to attend that meeting. Rob Jensen stated he will also be unable to attend. Mark Vechart, President Elect, will Chair the meeting.

Wayne Volkman stated he is presently working with the Calumet County Planning Department and SDF Strapping on hosting a meeting for the Calumet County Economic Development Group. Volkman also stated that the City of Seymour and the Village of Pulaski will be invited to the October 6th Redevelopment Authority Commission meeting to discuss their downtown projects.

9. Governor Follow Up:

Rob Jensen stated he did contact Governor Walkers Office regarding having Governor Walker visit the City of Brillion. He stated there some formalities to go through and there are expenses that will be incurred.

Adjournment:

Motion – Tammy Koehler moved to adjourn. Seconded by Tammy Fischer. Call vote taken. All in favor. Motion carried unanimously. The meeting adjourned at 1:22 PM.

Respectfully Submitted by:

Joy Buboltz

Secretary/Treasurer – Brillion Chamber of Commerce