

**BRILLION CHAMBER OF COMMERCE
BOARD MINUTES**

January 22, 2014

Cobblestone Creek

12:00 PM

CALL TO ORDER:

Christina Kornetzke called the meeting to order at 12:05pm.

ROLL CALL: Present were Christina Kornetzke, Tammy Koehler, Mark Vechart, Bill Veit, Doug Neils, Jason Ruebl & Todd Brehmer. Also present were and Michelle Ruebl and Justin Linzmeier (both non-voting). Absent were Louie Kolberg, Jason Levash, Gary Kabat and Nick Madison (non-voting).

APPROVAL OF THE AGENDA:

Motion – Doug Neils made Motion to Approve Agenda Seconded by Mark Vechart. Call vote taken. Motion carried. Agenda Approved.

APPROVAL OF MINUTES –January 22nd, 2014 Chamber Board Meeting.

Motion – Bill Veit made motion to approve Minutes. Seconded by Mark Vechart. Call vote taken. Motion carried unanimously.

PRESIDENT’S REPORT:

Christina Kornetzke welcomed everyone. A reminder was made that the position was accepted, but due to several hotel property openings for 2014 may require meeting adjustments. A meeting with Justin at city hall occurred regarding room tax revenue. It is in process to be approved. The proposal is 4% and could go into effect by May if everything goes smoothly. Chamber is in support of the room tax but would not run it. A separate committee needs to be established separate of the chamber and of the city. It can; however, have members involved from both. Bylaws must be created specifying how funds can be used. The funds need to be used for promotions. The money the chamber has used in the past for certain events that would induce overnight stays can be shifted to here. Overnight stays will then help local businesses by increasing potential traffic to them.

SECRETARY-TREASURER REPORT:

Michelle Ruebl presented the December 2013 Secretary Report and December 2013 Treasurer Financial Report. Membership dues are still coming in. Associate membership is the top priority for February with Beer/Wine/Cheese event near the end of the month.

Motion –Doug Neils made a motion to approve/accept the Secretary and Financial Reports. Seconded by Jason Ruebl. Call vote taken. Motion carried unanimously.

COMMITTEE REPORTS:

Beer/Wine/Cheese Event: -Online tickets have started. So far we have four confirmed. Chamber’s cost of online is \$1.52 each to PayPal. Eventzilla’s \$2 fee is paid by the consumer when they order online.

Business After Five: Last business after five was overall successful. Not many for rsvp's, but some did stop in. The event may need some updating and refreshing. Some local businesses were discussed for possible future ones. So far only one has asked for one in 2014.

Golf Outing Update: A new committee will be needed for 2014. Previous members did indicate they would help but would not run it anymore.

NEW BUISNESS:

A. Next Meeting Date:

Meeting is set for February 19th, 2014 at Bullwinkles

B. Review By-Laws- Discussion followed on possible changes. Noted that in one area shows just Brillion and others Brillion Area. Also look at Section on board member attendance-should revise to only allow for 3 months unexcused absences with consequence being the Board could appoint the position to a different member. Section D, the number is missing and should be number 1. A reminder was noted that the President and the President Elect needs member vote annually.

C. Review/Approve 2014 Budget

Michelle Ruebl, Chrstina Korentzke, Bill Veit & Michelle Ruebl met and itemized items for 2014. Some events will be moved into different categories to better track.

Motion – Doug Neils made motion to approve Budget. Seconded by Mark Vechart. Call vote taken. Motion carried unanimously

D. New Businesses – out of home business and guidelines Discussion followed on setting up guidelines for home based businesses.

E. Farmer's Market –Letter was read that the Farmer's Market will go independent for 2014. Presentation will occur in upcoming months.

F. Mark Rahmlow (Congressman Ribble's Office) - visiting January 29th at Cobblestone Inn. All are invited.

OLD BUSINESS:

A. Pressident Elect 2014:

Tabled.

B. Accounting Software Update: In data entry stage for associate members.

C. Business Recognition/Website Updates

Get a quote to integrate. More capabilities are needed and need a cost to move to WordPress. Need to get multiple quotes for April's agenda.

D. Membership Updates

Tabled-Being entered yet

E. Room Tax Update –City

Justin Linzmeier reported that the starting pieces are being put together. A list of items to promote is needed. WI Lodging Association is being discussed. A lawyer is reviewing, then the city reviews and city meeting to approve. A committee must be set up to organize and track the funds. An annual audit will be required to prevent misuse. City keeps a portion of funds at 30%. The committee will choose which Chamber Event they want to approve. Funds can be requested but only for specific events that promote tourism but not for the items to run such events. Open Book rules would apply. Gathering a list of potential committee members.

9. City Updates –Justin Linzmeier

Met with more businesses. January is a slower month in the year. Looking at possibly creating booklets with member discounts. RDA is looking at Fall Fest. 750 people were at the Annual Pumpkin Walk hosted by the Brillion Nature Center. Many come from Fox Cities. Looking at ideas such as shuttles to down time on the day of event to help promote tourism or overnight stays.

SCHOOL DISTRICT UPDATE – NICK MADISON:

No update

ADJOURNMENT:

Motion –Mark Vechart moved to adjourn. Seconded by Mark Vehart. Call vote taken. Motion carried unanimously. The meeting adjourned at 1:47pm

Respectfully Submitted

Michelle Ruebl, Secretary/Treasurer – Brillion Chamber of Commerce