

**BRILLION CHAMBER OF COMMERCE  
BOARD MINUTES**

**April 16, 2014**

**Brillion Nature Center-Kwik Trip**

**12:00 PM**

**1) CALL TO ORDER:**

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

**ROLL CALL:** Present were Christina Kornetzke, Tammy Koehler, Bill Veit, Jennifer Kolberg, Jason Ruebl, Todd Brehmer, Doug Niels & Mark Vechart. Also present were and Michelle Ruebl & Justin Linzmeier (non-voting). Absent were Nick Madison (non-voting), Jason Levash, and Gary Kabat. Guests in attendance were Eric Nies –NSC Inc Software Solutions & Rhonda Vande Hey –Branding & Marketing Committee

**2) APPROVAL OF THE AGENDA:**

**Motion** – Bill Veit made Motion to Approve Agenda. Seconded by Mark Vechart. Call vote taken. Motion carried. Agenda Approved.

**3) APPROVAL OF MINUTES –March 19<sup>th</sup>, 2014 Chamber Board Meeting.**

**Motion** –Mark Vechart requested that the roster from March's roll call be corrected as it omitted some that were absent. Louis Kolberg made motion to approve Minutes. Seconded by Doug Niels. Call vote taken. Motion carried unanimously.

**4) PRESIDENT'S REPORT:**

Christina Kornetzke made a point that approval of committee funds should be kept at the board level with committee input only. Room tax updates will be talked about in the City report later.

**5) SECRETARY-TREASURER REPORT:**

Michelle Ruebl presented the April 2014 Secretary and Treasurer Financial Report. Bill Veit stated that the Quickbook reports are printing very small and are hard to read.

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

**6) New Membership Approvals**

New members were introduced: Franklin Heifer Grove's, Synergy Advantage Inc, Dr. Corey Wesner, Krueger Electric & Refrig Inc (all from the associate membership upgrade).

**Motion** –Bill Veit made a motion to approve/accept the New Members . Seconded by Mark Vechart. Call vote taken. Motion carried unanimously

**7) COMMITTEE REPORTS:**

**A. Beer/Wine/Cheese Event:** Rhonda Vande Hey gave a report on the success points of the event. . Mark Vechart asked why or how this year was so much more profitable then last years. Rhonda stated that the raffles were a big success and were a big increase in revenues. Expenses were also down tremendously. The Handout was eliminated, which was a big expense the year prior. Bill Veit asked about if it is customary to pay vendors. Is it going to evolve into vendors being able to purchase a spot? Rhonda stated that more and more vendors are donating their

products. Tammy Koehler mentioned that more were willing to buy their spot via donations rather than reimbursement. A subsidy was given to attract vendors in the beginning. Goal is to use donated funds to add more products. Location was full this year due to all of the spots being filled. Raffle area takes up a lot more room. Todd Brehmer asked if there is any growth potential to adding more events. Rhonda talked about that if more donate their \$150 for the event, we can use that for additional products like bread. Only complaints were that some vendors ran out of supply. New this year was the raised “at the door” price. Total attendees were 350 which is full capacity. (See Section 8E for further discussions)

**B. Business After Five:** April 2<sup>nd</sup>, 2013 was Schaefer Behnke Group. Michelle Ruebl mentioned that they were very pleased with the results. Todd Brehmer took offense that this was done in conjunction with their open house and appreciation for their clients. Michelle Ruebl did state that the information we shared was only with the Members. Discussion occurred on whether this is just for members only or if there was a precedence set in the past that opened it up to be a part of something larger. Several events were mentioned that went beyond just the Business After Five. Michelle Ruebl apologized if there was any misunderstanding or hurt feelings. There certainly was discussion and tips shared, but the Chamber only participated in sharing the event on the website, in email reminders, and with the maximum allowed reimbursement. The ribbon cutting, newspaper article, and extras for food/drink were their own responsibility and not that of the Chambers. The board would like the procedures sent out to them for review and can discuss at the next meeting.

**C. Golf Outing Update:** Date is set for July 24<sup>th</sup>. Committee started on the work. Committee members are: Michelle Ruebl, Tammy Koehler, Dorene Spatchek, & Glen Braun (Tammy Fischer & Rob Jensen returned to assist)

## **8) NEW BUISNESS:**

### **A. Next Meeting Date:**

Meeting is set for May 21<sup>st</sup>, 2014. Location determined by the members renewed.

**B. Speaker/date for Fall Banquet-** tabled due to time.

**C. Website Update** – Eric Nies stated that the hosting fee on the bid will be lowered to \$45. He mentioned that Keith Ondrasak approached NSC to build the site. It is a content manager site – One logs in and can make changes to the site in specified areas. There is a cost to transfer everything in the database and must be done. He is discounting his hourly rate to \$115/hour. He recommends Joomla. Todd Brehmer asked what is Joomla and Wordpress? The answer is that one can enter in plain information. Tammy Koehler was also able to speak on her bid. The quote was to recreate in a Wordpress format. This is from scratch. Hosting fee is not included in the quote. She stated that it can be done for as low as \$4/month Her bid does include Ticket transfer and Paypal change. Todd Brehmer questioned what are the recurring annual fees. Domain registrations is \$15-\$25/year and the network solutions is \$114.95/5 years for domain name. Mark Vechart questioned that estimated time is different due to one being a data transfer and other being created. Todd Brehmer does not feel we have enough information to make a decision. Jason Ruebl feels it needs to be done timely. Discussion tabled until next meeting to gather more answers.

**D. Business Recognition Approval** -Christina Kornetzke submitted an application for the Business Recognition spot highlighting the hotel.

**Motion** –Mark Vechart made a motion to approve . Seconded by Louis Kolberg. Motion carried unanimously

**E. Distribution of funds from Beer Wine & Cheese Event** Chamber Board received an email indicating the Branding Committee has allocations for the funds raised from the Beer Wine & Cheese event. Discussion was had that the funds allocated are recommendations, however the Board reserves final say in distribution. The Chamber would like to retain about 50% for operations; however this will have to be determined each year.

First topic is Scholarship. Rhonda VandeHey met with Mr. VandeHey on criteria. The optimists also have similar criteria. The amount requested is \$500 which has been done in the past. Mark Vechart felt it is a good idea but should be decided on a year by year basis due to financial changes occurring with the Chamber. Sustainability is important as well. Louis Kolberg spoke up that while she is all for education, why a chamber is helping with scholarships when chamber's promote businesses. Christina Kornetzke stated this is a way to encourage youth to go to college for business. Rhonda VandeHey talked about the chamber could setup more specific criteria for qualifiers of the scholarship. Tammy Koehler thought "service" may not be a criteria needed. Justin Linzmeier has seen Chambers give a scholarship to those who attended entrepreneur classes at Fox Valley Tech. Typically as a reimbursement. Jason Ruebl mentioned that the MidShore Home Builders Association has two \$1000 scholarship funds where the student gets some funds up front but then have criteria to meet for the balance of funds.

**Motion** - Todd Brehmer made a motion to decline for this year. Mark Vechart seconded the motion.

Motion carried unanimously. **Motion** – Mark Vechart made a motion to create a scholarship to allocate for next year establishing guidelines and criteria and accountability. Jason Ruebl seconded the motion. Motion carried unanimously.

South Park Project covers the bench, trash can and the concrete for a total of \$1432.42 Justin stated the price is moving up after today. It was questioned on where this was located. It is the corner of Horn/PP. This is a city park.

Downtown Bike Rack in the amount of \$300. Rhonda VandeHey mentioned that the year prior the marketing and branding committee went to the RDA to help with concrete. This was our way of collaborating. Mark Vechart asked if smaller bike racks in more locations would be beneficial.

**Motion** - Todd Brehmer made a motion to approve funding for both the South Park Project and the Downtown Bike Rack. Doug Neils seconded the motion. Motion carried unanimously

Hanging Flower Pot Basket Sponsorship in the amount of \$100.00: Todd Brehmer stated that the legion often has issues with these hanging baskets. Justin said it can happen during storms.

**Motion** - Bill Veit made a motion to approve. Mark Vechart seconded the motion. Todd Brehmer Opposed. Everyone else approved. Motion carried.

Flower Pot in the amount of \$600 (\$150 each with 2 in each area). Rhonda VandeHey clarified the locations. Area 1 is by the Dollar General or Center St/Main St. Area 2 is by Jackson St/Main St.

**Motion** - Doug Neils made a motion to approve. Mark Vechart seconded the motion. Motion carried unanimously.

Park Sign Donation of \$250. Total cost of new signs throughout city for parks and other areas is \$998.00. These signs would all be updated. Justin shared a potential look of the signs. They are aluminum. Justin Linzmeier made an open invitation to give feedback and suggestions. Motion – Louis Kolberg made a motion to approve. Jason Ruebl seconded the motion. Motion carried unanimously.

Jason Ruebl made a point to thank the whole committee for all that they do.

## **9) OLD BUSINESS:**

### **A. Farmer Market Sponsorship Update:**

No update yet on the establishment of its own entity for the Farmer Market. Tabled.

### **B. First Dollar Presentation Policy Update**

### **C. Partner's in Education Policy Update**

### **C. Room Tax Update - See City Updates**

## **10. City Updates –Justin Linzmeier**

Room tax update – a recommendation of the advisory voluntary committee needs a budget to give to city council. . If done by next week Wednesday it could be at end of month's council meeting for approval. About \$9,000 for promotion and balance to the city (last year's budget would've been \$12,000). Specific guidelines are done. There is a roundabout going in this summer in Forest Junction sometime after June 2<sup>nd</sup>. They have 50 days to start.

## **11) SCHOOL DISTRICT UPDATE – NICK MADISON:**

Nick Madison was unable to attend. Asked to table Common Core discussions until May's meeting. Website was shared in an email for research: [www.corestandards.org](http://www.corestandards.org)

## **ADJOURNMENT:**

**Motion** –Louis Kolberg moved to adjourn. Seconded by Jason Ruebl. Call vote taken. Motion carried unanimously. The meeting adjourned at 2:00pm

Respectfully Submitted

Michelle Ruebl, Secretary/Treasurer – Brillion Chamber of Commerce