

**APPROVED!**

**BRILLION CHAMBER OF COMMERCE  
BOARD MINUTES**

**July 17, 2013**

**Bullwinkles Pub**

**12:00 PM**

**CALL TO ORDER:**

Tammy Koehler called the meeting to order at 12:01 PM.

**ROLL CALL:** Present were Tammy Koehler, Michelle Ruebl, Rob Jensen, Christina Kortnetske, Mark Vechart, and Doug Neils. Also present were Community Development Director Justin Linzmeier (non voting) and Joy Buboltz (non voting). Absent were Bill Veit, Jason Levash, and Gary Kabat.

**GUESTS:**

Eric Nies, Rhonda Vande Hey, and Pete Kittel.

**APPROVAL OF THE AGENDA:**

**Motion** – Rob Jensen moved to approve the agenda. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

**APPROVAL OF MINUTES – JUNE 5, 2013 MEETING:**

**Motion** – Mark Vechart moved to approve the June 5, 2013 Chamber Board Meeting minutes as printed. Seconded by Michelle Ruebl. Call vote taken. Motion carried unanimously.

**PRESIDENT’S REPORT:**

No report.

**SECRETARY-TREASURER REPORT:**

Joy Buboltz presented the July 17, 2013 Secretary Report, the July 17, 2013 Treasurer Financial Report, and the 2013 Chamber Budget.

Joy Buboltz mentioned that she would like to present to the Board during the 2014 Budget preparation that possibility of purchasing Quick Books software for the Chamber and the possibility of starting a savings account for the Chamber.

**Motion** – Rob Jensen moved to approve/accept the July 17, 2013 Financial Reports. Seconded by Mark Vechart. Call vote taken. Motion carried unanimously.

**OLD BUSINESS:**

**F. Annual Chamber Golf Outing:**

Rob Jensen started as of this date there are 56 golfers signed up for the golf outing. Glen Braun from Deer Run is very excited to host the event.

**COMMITTEE REPORTS:**

**A. Marketing/Branding Committee Update – Tammy Williams:**

**1. Leadership Series – 2013 Date:**

Rhonda Vande Hey reported the Marketing & Branding Committee met yesterday and discussed many topics, including the Leadership Series. The Committee may change the Leadership Series to more of a "breakfast connection" meeting. There was a concern with the cost of having a Leadership Series and the number of attendees at the Series. The cost of a speaker outweighed the number of attendees at the Series. This will be discussed more at a future Marketing & Branding Committee.

Rhonda Vande Hey also reported the Marketing & Branding Committee will be sending a letter to next year's attendees for the 2014 Wine & Cheese event. The Committee will carefully watch the expenses for the 2014 event and they are hoping to have on line ticket ordering also for the event.

Rhonda Vande Hey reported the Marketing & Branding Committee is also looking at ways to market the Brillion Chamber of Commerce. Ideas included having a celebrity bartender, steak fry or corn roast, a fall golfing open to the public, hosting an outdoor movie with the assistance of Best Advantage Credit Union, etc.

The Marketing & Branding Committee also discussed the possibility of the Chamber forming a Fund Raising Committee.

**B. Business After Five – Tammy F.:**

Tammy Koehler reported the next Business After Five event will be held on August 5<sup>th</sup> at N.E.W. Insurance. An invitation is forthcoming.

**C. Web Site Committee – Eric Nies:****1. E-Ticket Program:**

Eric Nies reported with the E-Ticket Program there is no fees charged for the use of the program for free events. This is a web based program which can be added onto the Chamber's website. Eric Nies stated there is a fee for this for paid events suggested adding an additional \$1.00 to each ticket. The tickets are processed through a third party. This Program is not a subscription or licensing. Tammy Koehler stated we will have to pay pal fees as well. Eric Nies stated an individual can still pay at the night of event too.

Eric Nies it will take approximately 2-4 hours to set up this program.

Tammy Koehler stated she feels this is a great idea.

**Motion** – Michelle Ruebl moved to approve to use of the E-Ticket Program for the Brillion Chamber of Commerce events including the cost of pay pal fees and the cost of NSC to set up the Program. Seconded by Doug Neils. Call vote. Motion carried unanimously.

**D. Government Affairs Committee – Tom Kees:**

No report.

**E. Business Recruitment Committee – Brad Grant:**

No report.

Tammy Koehler reported a few Board members met and reviewed the Chamber Sub-Committees for possible revisions. She will give an update at the September Chamber Board meeting.

Michelle Ruebl questioned the status of the Chamber membership drive and if a date has been established for a Committee to meet on this. Tammy Koehler asked if Michelle Ruebl would be willing to help organize the Committee. Michelle Ruebl stated yes.

Rhonda Vande Hey stated at one time Tammy Williams and Renee Maeder were working on Welcome Packets for the City.

Joy Buboltz stated she will email a list of non-Chambers to the Board.

**F. Retail Trade Committee:**

**1. Need For More Members:**

Tammy Koehler stated she will contact potential members for that Committee.

**G. Farmers Market Update:**

Joy Buboltz gave an update on the Farmers Market.

**NEW BUISNESS:**

**A. Next Meeting Date – Cancel August’s Meeting:**

The Chamber Board Meeting decided to cancel the August Chamber Board meeting due to the later date of this meeting.

**B. Application for Business Recognition:**

Joy Buboltz presented a proposed Application for Business Recognition. Several changes were suggested, i.e. adding the wording that a business can apply as many times as they would like, changes to the title on the application, etc.

Tammy Koehler stated if any Chamber Board Member knows of a Chamber business that would be eligible to recognition to encourage them to submit an application.

Tammy Koehler asked how often the Chamber Board would review the applications. Michelle Ruebl suggested reviewing the applications on a monthly basis.

**Motion** – Michelle Ruebl moved to approve the Application for Business Recognition with the proposed changes. Seconded by Rob Jensen. Call vote. Motion carried.

**C. Annual Chamber Banquet:**

It was announced that the 2013 Chamber Banquet will be held on Thursday, October 10<sup>th</sup> at Cobblestone Creek Dining & Banquet. Tammy Koehler stated that she is working on finding a speaker for the banquet. Rob Jensen suggested Reid Ribble.

Tammy Koehler also stated that she is looking for nominations for new Board Members.

**OLD BUSINESS:****A. 2013 Calendar Review:**

Joy Buboltz reported there were no changes made to the Calendar.

**B. Review of Sub-Committees:**

Tammy Koehler stated she will report at next month's meeting the details from the meeting held to discuss the Chamber's Sub-Committees.

**C. Reducing of Speed Limit on USH 10 - Update:**

Tammy Koehler stated the speed along USH 10 has been reduced from 55 mph to 50 mph. Justin Linzmeier stated the DOT informed the City they will continue to monitor that area of USH 10 for possible more speed reduction.

**D. Implementation of a City Room Tax:**

Mark Vechart asked what is their typical room tax. Christine Kortnetske stated 2%. Justin Linzmeier stated a lot of municipalities have a 5% room tax with those funds going towards tourism. Mark Vechart asked what the impact would be on Cobblestone Inn & Suites if a room tax would be imposed. Tammy Koehler stated there shouldn't be much of an impact if a respectable amount of room tax is imposed. Christine Kortnetske stated, according to her calculations using a 2% room tax fee, the amount generated would be approximately \$3,500 - \$4,000 per year.

Tammy Koehler stated she is concerned with those funds going to the City and not the Chamber. Law now states that 70% of room tax funds are to be used towards tourism. Christine Kortnetske suggested a committee is appointed to oversee the use of room tax dollars. These funds can be used for all City events including Chamber sponsored events, Brillion Fest, etc.

**Motion** – Mark Vechart moved to recommend that the City of Brillion implement a 2% room tax. Seconded by Michelle Ruebl.

Discussion followed.

Tammy Koehler stated she feels this issue should be surveyed through the Chamber membership at the Chamber's Annual Banquet in October.

**Motion** – Mark Vechart moved to rescind the previous motion and to move that a general vote of the Chamber membership be held at its Annual Chamber Banquet on the implementation of a City of Brillion room tax. Seconded by Michelle Ruebl. Call vote taken. Motion carried unanimously.

**12:45 pm** – Michelle Ruebl, Rhonda Vande Hey, and Eric Nies left the meeting at this time.

**E. YouTube Video on Chamber Website – Status:**

Tammy Koehler stated she will check with Tammy Williams on the status of this video.

**CITY UPDATES/COMMUNICATIONS- JUSTIN LINZMEIER:**

Justin Linzmeier reported on the following:

1. He is moving forward with retention meeting with local industries. He will be documenting the responses from those meetings.
2. He has been receiving inquires on possible new businesses coming to the community. Unfortunately, he has been receiving a lack of interest from the property owners of the vacant buildings in the community.
3. He is creating a list of businesses in the City.
4. He continues to work on the Housing & Marketing Analysis for the City of Brillion.

Bill Veit stated he would like a copy of the list of businesses. Tammy Koehler stated the Chamber would not be giving funds towards a brochure listing the City of Brillion businesses. Mark Vechart stated the Chamber's website has the list of businesses and is more economical than printing a brochure.

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

Pete Kittel was present to explain a program he is hoping to implement and is looking for the Chamber for some assistance with this program. He has been contacted by several businesses in the community wishing to donate towards the Brillion Athletic Program. He is looking at selling squares in the athletic programs for businesses to purchase advertising their business. The program ad would run from middle of August through March.

Pete Kittel also stated he is looking for donations to replace the present scoreboard on the high school football field. They will also be selling advertisement spots for that scoreboard.

Rob Jensen stated he feels this is a great idea. Mark Vechart asked if this program would be similar to purchasing a yearly subscription. Pete Kittel stated yes.

Tammy Koehler asked the cost of a square. Pete Kittel stated \$200, which is for the purchase of a square on the athletic programs only.

#### **ADJOURNMENT:**

**Motion** – Doug Neils moved to adjourn. Seconded by Mark Vechart. Call vote taken. Motion carried unanimously. The meeting adjourned at 1:15 pm.

Respectfully Submitted

Joy Buboltz, Secretary/Treasurer of Brillion Chamber of Commerce