

**BRILLION CHAMBER OF COMMERCE
BOARD MINUTES**

April 3, 2013

Randy's Central

12:00 PM

CALL TO ORDER:

President Tammy Koehler called the meeting to order at 12:02 PM.

ROLL CALL: Present were Tammy Koehler, Bill Veit, Michelle Ruebl, Mark Vechart, Gary Kabat, Paul Nistler (non-voting), and Joy Buboltz (non voting). Absent were Jason Levash, Rob Jensen, Christina Kortnetske, and Doug Neils.

GUESTS:

City Administrator/Clerk-Treasurer Lori Gosz and Tammy Williams.

APPROVAL OF THE AGENDA:

Motion – Mark Vechart moved to approve the agenda. Seconded by Michelle Ruebl. Call vote taken. Motion carried unanimously.

APPROVAL OF MINUTES – MARCH 6, 2013 MEETING:

Motion – Gary Kabat moved to approve the March 6, 2013 Chamber Board Meeting minutes as printed. Seconded by Mark Vechart. Call vote taken. Motion carried unanimously.

PRESIDENT'S REPORT:

No Report.

SECRETARY-TREASURER REPORT:

Joy Buboltz presented the April 3, 2013 Secretary Report and the April 3, 2013 Treasurer Financial Report. She also reported she gave Eric Nies a disc with pictures from the Wine & Cheese Event for the Chamber website.

Motion – Bill Veit moved to approve/accept the April 3, 2013 Financial Reports. Seconded by Mark Vechart. Call vote taken. Motion carried unanimously.

COMMITTEE REPORTS:

A. Marketing/Branding Committee Update – Tammy Williams:

1. Leadership Series – 2013 Dates:

Joy Buboltz reported the Marketing & Branding Committee is looking at scheduling a Leadership Series event in late summer or early fall. There will not be a Leadership Series in spring. A fall date has not been determined.

2. February 16, 2013 Wine & Cheese Event – Preliminary Totals:

Joy Buboltz presented the “preliminary totals” from the 2013 Wine & Cheese event. Tammy Koehler asked that a copy of the revenue and expenses report from 2012 Wine & Cheese event be emailed to the Chamber Board. She suggested that the Board assist the Marketing & Branding Committee in

brainstorming with ideas for the next year's event to help maximize this event. Tammy Koehler stated she feels this event should net a revenue of \$3,000 - \$4,000 for the amount of work that is involved with the event.

B. Business After Five – Tammy F. – April 11th – Cobblestone Inn & Suites:

Tammy Koehler reported the next Business After Five event will be held on April 11th from 5:00 pm – 7:00 pm at Cobblestone Inn and Suites.

Michelle Ruebl asked what type of advertising is done for this event. Joy Buboltz stated the event is placed on the Chamber website and an email is sent to the membership informing them of the event.

Tammy Koehler stated the Business After Five event is a great network opportunity for businesses.

It was suggested to place on the May Chamber Board agenda “membership drive” to be done for non Chamber members.

C. Web Site Committee – Eric Nies:

1. Chamber Website:

Joy Buboltz explained the “Brillion is Open for Business Again” ad is still on the Chamber website. Eric Nies asked if the Chamber Board would like to use that area on the website for other advertising.

Michelle Ruebl suggested using that area to high light business improvements. This would be free advertising for a business that has done an improvement. The business would submit a “business improvement” application for the website and the Chamber Board would review the applications.

This item will be discussed again at the May Chamber Board meeting.

D. Government Affairs Committee – Tom Kees:

No report.

E. Business Recruitment Committee – Brad Grant:

No report.

F. Retail Trade Committee – Mike Buboltz – More Committee Members:

No report. Michelle Ruebl volunteered to assist on this Committee.

NEW BUISNESS:

A. Meeting Date – May 1, 2013:

The next Chamber Board Meeting will be held on May 1, 2013.

OLD BUSINESS:

A. 2013 Calendar Review:

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

B. Business Recognition Policy:

Joy Buboltz reported she contracted a few Chambers on this. Those Chambers informed her that they do not have such a Policy; however, they do recognize businesses that have done improvements on their website or their newsletter.

Tammy Koehler suggested creating a policy and an application for Business Improvement Recognition for our Chamber members. Tammy Williams suggested using a standardize form. Tammy Koehler suggested placing that standardized form on the Chamber website and to set aside a section on the Chamber website to recognize those business improvements. Basically this would be free advertisement for those Chamber members.

Tammy Koehler asked if this recognition would be for used for business recognition or business improvement. Michelle Ruebl suggested improvement. Mark Vechart suggested emailing this proposed improvement form to the Chamber members on a quarterly basis.

Joy Buboltz will continue to work on creating an application and a policy.

B. Shopko's Request – Letter to DOT to reduce Speed Limit on USH 10:

Lori Gosz reported that she and the Police Chief met with the DOT and a representative from Senator Lasee's office regarding reducing the speed limit on USH 10. The DOT informed them that they will be conducting a speed study and will be doing observation of the traffic in that area of USH 10 this spring and will come back with a recommendation to the City. Bill Veit stated he noticed that most drivers seem to be slowing down in that area of USH 10 already.

Lori Gosz also reported other concerns along that area of USH 10 is the lack of street lights and the lack of reflective paint along the concrete islands. She stated the DOT will look at the reflective paint to see if that needs to be improved. Also, the City Council has decided that safety is more important that cost so the City Council has asked WI Public Service to fill out an application from the DOT and submit that application for additional street lights along that area of USH 10. There could be additional 3-7 street lights installed along that area. Bill Veit asked if those street lights will have LED lights. Lori Gosz stated no.

Lori Gosz also reported that the City of Brillion received from WI Public Service and the iCanConserve Program a community award which was used for the new LED street lights along USH 10.

C. Community Development Director Position Update/Survey – Joy Buboltz:

Lori Gosz reported that the City of Brillion will be hiring a Community Development Director/Redevelopment Coordinator. She explained that the City Council did review the position from the previous Community Development Director and noticed that individual did a lot of work for the Chamber. The City Council considered hiring a firm to perform the duties of a Community Development Director, having an individual from Calumet County perform those duties, or hire an individual that would focus only on the City of Brillion. The City Council chose the option of hiring an individual that would focus on the City of Brillion only and to keep the momentum going that the previous Community Development Director had.

Lori Gosz explained the City Council wanted an individual that would focus on Brillion more. The City Council will contract for grant administration.

Lori Gosz gave a brief report on the final candidate chosen for the position. She explained the candidate recently graduated from college and the hiring is pending on the background check.

Tammy Williams asked Lori Gosz how she sees the Chamber and the City interacting with this position. Lori Gosz stated we will see how the position goes. Michelle Ruebl stated, in her opinion, the Chamber Board is just looking for a monthly update on the City happenings. Then, depending on what is happening, will determine how the Chamber may get involved with the City to help promote that event.

Lori Gosz stated the Chamber will also be informed on economic development issues.

Lori Gosz distributed a list of goals and objectives of the Appleton Regional Partnership and gave an update on meetings held with two local industries. She stated the City will rely on this Partnership to help the City with business recruitment.

Tammy Koehler informed Lori Gosz that the Chamber Board was surprised on the amount of time the previous Community Development Director spent on Chamber events on City time. She stated it is important to have a link between the City and the Chamber and hopes that individual does get involved, but not on City time.

Tammy Williams stated the Chamber Board may consider assisting with funding on a specific City project.

Michelle Ruebl suggested having a Chamber Representative at each City Council meeting and to place this item on the next Chamber Board agenda. She suggested that each City Council member receive a list of the City Council dates for 2013.

Tammy Williams asked if the Chamber Board would like to move forward with contacting Shannon Full from the Fox Cities Chamber of Commerce since she is a part of the Appleton Regional Partnership. It was suggested having a follow up meeting with Shannon Full.

CITY UPDATES/COMMUNICATIONS:

Lori Gosz reported on the following:

1. The Redevelopment Authority Commission is currently working on new street banners for the City. The RDA would like to hang 40 street banners along Main Street, which would be one banner per street pole. The City Council has asked the RDA to review the items on each street pole to make sure there are not too many items on each street pole. A new type of flower basket will be used this year, which will be hung on the street poles in May. Michelle Ruebl suggested that a meeting be held with the business owners along Main Street to get their input once the RDA have made a decision on the street banners and the flower baskets.
2. The City Council will be holding their Reorganizational Meeting on April 16th.

3. The Utility Commission is currently working on the development of a new well, Well #5, which would be located on Round Lake Road.
4. The first I/I Project for the City will be done on Francis Street, from E. Water Street to Horn Street.
5. The trail to the Trinity Lutheran Church and School should be started this summer.
6. Alderpersons Mel Edinger and Betty Nies are currently working on reviewing the efficiency of the Brillion Police Department. Alderpersons Carrie Wenzel and Larry Van Frachen will be reviewing the Fire Department operations.

SCHOOL DISTRICT UPDATE – NICK MADISON:

High School Principal Paul Nistler reported on the DECA Group at the High School. He stated that four (4) boys qualified for State with two (2) of those boys qualifying for the international meet. A presentation will be given at the next Optimist Board Meeting on this.

Paul Nistler stated the school referendum failed in the Spring Election. He asked the Board members if they heard why people may have voted against the referendum. Several reasons were given. Paul Nistler informed the Board that to make improvements to the school buildings a referendum needs to be held and passed.

ADJOURNMENT:

Motion – Gary Kabat moved to adjourn. Seconded by Bill Veit. Call vote taken. Motion carried unanimously. The meeting adjourned at 1:15 pm.

Respectfully Submitted

Joy Buboltz, Secretary/Treasurer – Brillion Chamber of Commerce