

**BRILLION CHAMBER OF COMMERCE  
BOARD MEETING MINUTES**

**August 3, 2011**

**Brillion City Hall**

**12:00 Noon**

**CALL TO ORDER:**

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

**ROLL CALL:** Present were Tammy Williams, Tammy Fischer, Eric Nies, Mike Buboltz, Tammy Koehler (arriving at 12:05 PM), Mark Vechart, Gary Kabat, Doug Neils (arriving at 12:08 PM), Nick Madison (non voting), Wayne Volkman (non voting), and Joy Buboltz (non voting). Absent were Rebecca Flanders and Rob Jensen.

**APPROVAL OF AGENDA:**

**Motion** – Tammy Fischer moved to approve the agenda. Seconded by Mike Buboltz. Call vote taken. Motion carried unanimously.

**APPROVAL OF MINUTES – JULY 6, 2011 MEETING:**

**Motion** – Gary Kabat moved to approve the July 6, 2011 Chamber Board Meeting minutes. Seconded by Eric Nies. Call vote taken. Motion carried unanimously.

**SECRETARY-TREASURER REPORT:**

Joy Buboltz presented the August 3, 2011 Secretary Report and the August 3, 2011 Treasurer Financial Report to the Board.

Tammy Fischer questioned if the Chamber Decals have been ordered. Joy Buboltz stated not at this time and asked if all Chamber members should receive new Chamber Decals or just the new members. It was suggested giving the new Chamber Decals to new members at this time and the rest of the Regular members at a later date.

Discussion was held on whether or not signage should be placed at City Hall stating that the Brillion Chamber office is located at City Hall. Joy Buboltz will attain an estimate on signage from Johnny Vinyl for next month's meeting.

**Motion** – Eric Nies moved to approve/accept the August 3, 2011 Secretary-Treasurer Report. Seconded by Tammy Fischer. Call vote taken. Motion carried unanimously.

**CITY UPDATES/COMMUNICATIONS – WAYNE VOLKMAN:**

Wayne Volkman reported on the following:

- A joint Plan Commission and Park & Recreation Commission meeting was recently held with East Central Wisconsin Regional Plan Commission regarding the City of Brillion's proposed 5 Year Open Space & Recreation Plan with a bike element. It was decided at that meeting that a community survey be held this fall to receive input from the City residents what they feel their recreation needs

are in the community. An article in the Brillion News will also be done. The survey will be delivered door to door and will be picked up door to door.

- He distributed information on the room tax in the City of Onalaska.
- On July 11th the City of Brillion met with representatives from the City of Sullivan, IL. The City of Sullivan is looking at securing a hotel in their municipality and is looking at the WHG Group which owns the Cobblestone Inn and Suites in Brillion. The meeting was good and a lot of ideas were shared.
- He is working on the 2012 Community Development Budget. The budget line items in the proposed 2012 Budget will be “tight”.
- He would like to acknowledge the Chamber Board and the Golf Outing Committee on the 3<sup>rd</sup> Annual Chamber Golf Outing. He felt the golf outing was very successful and heard many positive comments on the golf outing.
- March 2012 starts the next grant cycle/deadline for the Federal Recreation Trail Grants. He will be discussing this grant possibility with East Central Wisconsin Regional Plan Commission for a proposal trail out to the Fawn Ridge Subdivision, the Brillion Conservation Club, the Brillion Nature Center, and back to the City limits. The surrounding Townships and the Brillion School District may also need to be “on board” with the trail in order to receive the grant.
- The grant certification forms for the Safe Routes to School Program to Trinity Lutheran School have been completed. The actual construction of the trail will not start until spring of 2012 with completion of the trail in time for the fall 2012 School year.
- A volunteer has offered to water the hanging flower baskets on the weekends. The Brillion Lions Club has donated \$200 towards the watering of the flowers along Main Street. In the 2012 Budget he will be budgeting for the remaining twenty (20) hanging flower baskets for Main Street. Note: The twenty (20) hanging flower baskets will complete the remaining ten (10) street light poles in the Downtown Business District.

Mark Vechart questioned the position of some of the signage on the street poles where the hanging flower baskets are at this time. Wayne Volkman stated the signage on the street poles will need to be reviewed. The City is also looking at new directional signs for next year.

Tammy Koehler asked how often the hanging flower baskets are being watered and expressed her concern on the condition of the flowers in some of the baskets. Wayne Volkman stated the hanging flower baskets are being watered on a daily basis during the week. On weekends, the baskets are being watered on either a Saturday or a Sunday. The flowers are being fertilized and feel that better soil in the baskets may be needed next year. Tammy Williams asked if the watering of the baskets is being paid through the City's budget. Wayne Volkman stated yes. Tammy Williams asked if the City is trying to find individuals to adopt the remaining hanging flower baskets. Wayne Volkman stated yes. Tammy Koehler stated it is important to find a long term solution for the care of these hanging flower baskets. Wayne Volkman stated this issue will be

discussed at a future Redevelopment Authority Commission meeting for review and recommendations.

Mike Buboltz asked if the flowers in the baskets are being “baked” from the hot sun. Wayne Volkman stated that some of the hanging flower baskets will be taken down and taken to Schroth Floral for care.

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

Nick Madison reported on the following:

- The Preliminary School Budget has been established. Preliminary figures show there is a 5%-6% cut in spending and a 2% increase in taxes. Residents will not know until December the actual increase or decrease in their taxes, since there are other taxing jurisdictions that are part of their tax bill. The official forum on this Preliminary Budget will be held at their Annual Meeting which will be held on Monday, August 15<sup>th</sup>.
- Football practice has started today and staff is currently working on extracurricular activities.
- The Brillion School District is welcoming eight (8) new teachers to the District, a new Elementary Principal, and two (2) to three (3) new Aids.
- Recall elections are getting into full swing. The recall election for the six (6) Republicans will be held on August 9<sup>th</sup> and the two (2) Democratic recall elections will be held on August 16<sup>th</sup>.
- The Multi Club Golf Outing will be held on September 28th at Deer Run Golf Course.

### **COMMITTEE REPORTS CONT:**

#### **1. Marketing/Branding Committee Update:**

##### **A. Lunch and Learn:**

Tammy Williams stated that Orthopedic Spine Therapy and Unity Financial are scheduled for the September 13<sup>th</sup> Lunch and Learn Program, and Suttner Accounting will be doing a presentation on QuickBooks at a future program.

##### **B. Upcoming Projects:**

Tammy Williams reported on the following projects the Marketing/Branding Committee is currently working on:

- Preparing packets of information on the Brillion Chamber for non Brillion Chamber business members.
- A video for the upcoming Chamber Banquet.
- They would like the Chamber Board Members to wear Chamber logo wear at the Chamber Banquet.

The next Marketing/Branding Committee meeting will be held on August 17<sup>th</sup>.

##### **C. Chamber Mission Statement Update:**

Tammy Williams reported the Marketing/Branding Committee is currently working on the Mission Statement.

Tammy Williams also reported that Lisa White, Chairperson of the Marketing/Branding Committee will be going on maternity leave and Rhonda Van De Hey will be serving as Chairperson of the Committee in her absence.

**2. Business Recruitment Ad Hoc – Brad Grant:****A. Next Meeting - September:**

Tammy Williams reported the Business Recruitment Ad Hoc Committee will be meeting in September.

**3. Business After Five – Tammy Fischer:****A. Upcoming Events:**

Tammy Fischer reported that Primary Transportation will be unable to host the Business After Five event this summer and the Ariens Company is also not ready to host the event. Doug Neils stated the Ariens Company will not be ready until November and may be interested in hosting an event in January.

Tammy Fischer stated she will contact one (1) business that was interested in hosting an event this past April and if there is no response from that business she will contact one (1) other business.

**4. Web Site Committee – Eric Nies:****A. Website Updates:**

Eric Nies stated that he is currently working with Joy Buboltz on updating the Chamber website. He reported the banner ads seem to be a challenge for businesses to get their ad in on time. Best Advantage Credit Union has signed up for another quarter for the banner ad, but he is still waiting for the other two (2) businesses. He is going to leave the current banner ads run until the other two (2) interested businesses send him the required information.

Eric Nies stated he will be looking at setting a deadline date when the required information needs to be sent to him.

Tammy Williams stated it is hoped to have the Chamber website completed by the end of September.

**5. Government Affairs Committee – Topics of Interest – Survey Monkey:**

Tammy Williams stated that Tom Kees, Chairperson for the Government Affairs Committee, does have a few topics of interest. She has been sending him the emails she receives from the Heart of the Valley Chamber of Commerce. Tom Kees continues to work on ideas for discussion.

Nick Madison asked if Tom Kees was looking at regional topics. He stated State Government officials usually are available on Mondays for meetings. After Mondays they go back to Madison.

**6. Retail Trade Committee – Mike Buboltz:**

Mike Buboltz stated he is gearing toward the Christmas Holidays. He is looking at having Chamber Businesses hold a Christmas Open House for their business. He is also looking at emailing a questionnaire to the Chamber members to see if they would like to hold an event on Black Friday or the first weekend in December. He is also looking at bringing back the Money Tree.

Mike Buboltz asked if the Chamber Board would consider sponsoring a portion of a “double truck ad” in the Lake to Lake Shopper during the event so that it would be cheaper for businesses to purchase an ad in the Shopper. A full page color ad would cost \$750. He is continuing to work with Kris Bastian from Zander Press on this. Tammy Koehler asked if this promotion would be similar to the Santa Scrambler. Mike Buboltz stated no, it would be different.

Mike Buboltz stated he is looking at establishing a set schedule for upcoming business promotions for the future.

More information on this will follow.

Joy Buboltz stated there may be funds available in the Chamber’s Marketing Account for this advertisement. Tammy Williams stated there may be funds available after the promotions the Marketing/Branding Committee are currently working on.

Tammy Williams suggested establishing a plan of action with 2-3 members on the Retail Committee for sustainability.

Mark Vechart suggested sending emails to Chamber members a different way. Tammy Williams suggested sending an email to Chamber members once a week or biweekly on upcoming Chamber happenings/events.

**OLD BUSINESS:**

**1. Strategic Planning:**

Tammy Williams reported she has been in contact with Shannon Meyer from the Fox Cities Chamber of Commerce for any ideas she may have to help this Chamber. She feels that Shannon Meyer is a good resource for this Chamber to assist us with duties, responsibilities, etc. She stated she has offered to assist the Brillion Chamber with our Strategic Planning at no cost to this Chamber.

**2. Golf Outing – July 28, 2011 – Deer Run - Update:**

Tammy Williams thanked the Golf Outing Committee and Lee Reinke for their hard work with the Annual Golf Outing. She stated the event is getting more organized. Mike Buboltz suggested next year trying to have more businesses bring their employees out to the event for the meal. Tammy Williams stated that the Chamber is very grateful for the donations received toward the event. She also stated there will be a follow up meeting.

**12:55 PM – Gary Kabat left the meeting at this time.**

**3. 2011 Farmers Market - Update:**

Tammy Williams stated that Rebecca Flanders was unable to attend this meeting and read an email from her. She reported that this is the last time businesses can sign up for advertising in the weekly Farmers Market flyer.

**4. Brillion Gateway Signs – North and South - Costs:**

Tammy Williams reported they are in the process of finalizing the north City sign. The masonry work is approximately 2 – 2 ½ weeks out. It is hoped to have the sign installed by the end of September.

Tammy Williams reported that she will have United Sign come to Brillion and give their suggestion on where to place the south City sign.

**5. Partners in Education (PIE) Update:**

Tammy Williams reported to date nine (9) applications have been received for the PIE Awards. She and Nick Madison will need a few individuals to review the applications and pick the winners. Joy Buboltz will send an email to the Chamber membership asking for volunteers in picking the winners.

**6. Annual Banquet – October 6, 2011:**

Tammy Williams reported the Annual Fall Chamber Banquet will be held on October 6, 2011 at Cobblestone Creek Dining and Banquet. Larry Dietz will be the guest speaker that evening. The Marketing and Branding Committee will be organizing the banquet.

**NEW BUSINESS:**

**1. Review Chamber Secretary/Treasurer Position:**

Tammy Williams stated that the Chamber Board decided to review the Secretary/Treasurer position after a year. Tammy Williams stated she checked with City Administrator Gosz on how the position is working at City Hall. Gosz stated there are no issues. Tammy Williams stated the position has been a year of transition. Wayne Volkman stated he feels with Joy Buboltz working at City Hall and with the Chamber it is working out well. Tammy Williams stated with Joy Buboltz at City Hall it is a place for individuals to go to find out information about the community.

Tammy Koehler asked if a sticker or sign will be placed at City Hall informing the public of the Chamber office location at City Hall. Wayne Volkman suggested incorporating the Chamber location in with the new City directional signage next year.

Tammy Williams stated the Chamber is looking for the presence of a Chamber office. The Marketing and Branding Committee is currently working on that.

## **2. iCanConserve:**

Tammy Williams stated that Joy Buboltz and Wayne Volkman will be working on obtaining a speaker from the iCanConserve Project to give the Chamber Board an update on the program at the October Chamber Board meeting. The Speaker may also give an update at the Chamber Fall Banquet.

The City of Brillion was chosen as a test pilot for the project.

## **3. Community Development Director Position – Replacement for Wayne Volkman:**

Tammy Williams stated she spoke with City Administrator Gosz regarding the future of the Community Development Director position. She stated she will be meeting with City Administrator Gosz in the future on this. She also stated the meeting with the representatives from the City of Sullivan, IL on how they handle their Community Development Director position in their community was helpful.

Tammy Koehler asked if the Chamber is looking at partnering with the City. Tammy Williams stated not really, but are looking at how other communities handle their Community Development Director with their Chamber of Commerce.

At this time, we are just “brain storming” on possibilities.

## **2. Next Meeting: September 7, 2011:**

The next Chamber Board meeting will be held on September 7th at 12:00 noon.

Tammy Williams reported that the Chamber received a thank you from retired teacher Mona Cox for the Chamber Bucks she received for her retirement.

## **Adjournment:**

**Motion** – Tammy Fischer moved to adjourn. Seconded by Eric Nies. Call vote taken. Motion carried unanimously. The meeting adjourned at 1:07 PM.

Respectfully Submitted by:

Joy Buboltz

Secretary/Treasurer – Brillion Chamber of Commerce