

**BRILLION CHAMBER OF COMMERCE
BOARD MEETING MINUTES**

December 5, 2012

Cobblestone Creek Dining & Banquet

4:00 PM

CALL TO ORDER:

President Mark Vechart called the meeting to order at 4:00 PM.

ROLL CALL: Present were Tammy Williams, Bill Viet, Eric Nies, Mike Buboltz, Tammy Koehler, Christina Kornetzke, Doug Neils, Mark Vechart, Wayne Volkman (non voting), Nick Madison (non-voting), and Joy Buboltz (non voting). Absent were Gary Kabat, Rebecca Flanders, and Rob Jensen.

GUESTS:

Brad Grant, Michelle Ruebl, Jason Levash, and Melodi Jocd.

APPROVAL OF THE AGENDA:

Motion – Eric Nies moved to approve the agenda. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

APPROVAL OF MINUTES – NOVEMBER 7, 2012 MEETING:

Motion – Doug Neils moved to approve the November 7, 2012 Chamber Board Meeting minutes as printed. Seconded by Eric Nies. Call vote taken. Motion carried unanimously.

PRESIDENT’S REPORT:

Mark Vechart welcomed the two newly elected Board members, Michelle Ruebl and Jason Levash to the meeting. He would also like to thank Eric Nies, Rebecca Flanders, and Mike Buboltz for their time serve on the Chamber Board.

Mark Vechart presented to retired City’s Community Development Director Wayne Volkman with a retirement card and gift from the Brillion Chamber of Commerce.

SECRETARY-TREASURER REPORT:

Joy Buboltz presented the December 5, 2012 Secretary Report, the December 5, 2012 Treasurer Financial Report, and the current 2012 Chamber Budget to the Board.

Motion – Tammy Koehler moved to approve/accept the December 5, 2012 Financial Reports. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

COMMITTEE REPORTS:

A. Marketing/Branding Committee Update – Tammy Williams/Wayne Volkman:

1. Lunch and Learn:

No report.

2. Leadership Series:

No report.

3. February 16, 2013 Wine & Cheese Event:

It was stated that the next Marketing & Branding Committee will be held on December 13th. Wayne Volkman reported he will be making contact on potential vendors for the Wine & Cheese Event. So far a total of six vendors have indicated they will be vendors at the Event.

Mike Buboltz and Nick Madison arrived at the meeting at this time.

Michelle Ruebl and Christina Kornetzke will be added to the Marketing & Branding Committee.

B. Business After Five – Next Event – January 17th- Touch of Tranquility - Tammy F.:

No report.

C. Web Site Committee – Eric Nies:

Eric Nies stated it is being proposed to create a “Farmers Market” tab on the Chamber website. He also stated it is time to ask members if they would like to purchase a quarterly banner ad

D. Government Affairs Committee – Tom Kees:

No report.

E. Business Recruitment Committee – Brad Grant:

Brad Grant reported he attended the Fox Cities FIRED UP TEAM meeting. This group would like to cover a larger area which includes Calumet County. Right now this group is in the beginning stages and is currently fundraising. This Chamber needs to know what the City plans on doing. Maybe this Chamber could match the City’s donation, if they donate to this group.

Brad Grant stated he will keep the Chamber Board informed.

Tammy Williams asked if this group will be contacting individual businesses too. Tammy Koehler asked Calumet County is “on board” with this. Brad Grant reported Calumet County has made a donation.

Wayne Volkman stated he feels this group would be good for the City of Brillion. Brad Grant agreed. Mark Vechart stated maybe this group could consolidate with the group that met with Shannon Full so we are all on the same page.

Tammy Koehler questioned the status of the next phase of the survey that was conducted by the Business Recruitment Committee in the past. She asked if the Business Recruitment Committee sent a survey to the next set of businesses. Brad Grant stated no.

Brad Grant informed the Board Members that this group is not part of a Chamber in the Fox Valley area. It is possible this group will be working with the Fox Cities Chamber.

Brad Grant also informed the Board that this group has discussed the possibility of implementing a three (3) County wide room tax.

This item will be placed on the January Chamber Board agenda for discussion on a possible donation.

F. Retail Trade Committee – Mike Buboltz:

Mike Buboltz reported that right now the Money Tree promotion is going on. He reported on the lack of participation by area businesses on this promotion. An email was sent out to Chamber businesses requesting their participation in this event. There were three (3) businesses that did participate. The Money Tree promotion does “drive traffic” for a business.

Mike Buboltz reported there was good “traffic” for the Christmas Open House. He also reported that the Santa Scramble event is also going on now.

Mike Buboltz stated since he now leaving the Chamber Board he is willing to help on the Retail Trade Committee.

Mark Vechart suggested that the Chamber members that have participated in the Christmas Open House and the Money Tree events to inform the other Chamber members on the success they had with these events. Tammy Williams suggested that the Retail Trade Committee contact local businesses for their participating in these events. She also stated it is important to have a few more individuals on this Committee.

Mike Buboltz stated he feels that the Chamber may have found their niche in also advertising in the surrounding papers on Chamber events. He feels it is important to also advertise in surrounding communities’ newspapers to encourage those people to come to Brillion. Mark Vechart asked if he noticed this advertising helped in having surrounding people come to Brillion. Mike Buboltz stated yes.

This item will be placed on the January agenda.

Mark Vechart thanked Mike Buboltz for serving on this Committee.

NEW BUSINESS:

A. Review JEM Payroll Services Agreement for Chamber Payroll Services:

Mark Vechart stated each year the Chamber Board reviews the agreement the Chamber has with JEM Payroll Services for Chamber payroll services.

Motion – Eric Nies moved to approve the agreement for payroll services with JEM Payroll Services for the Brillion Chamber of Commerce. Seconded by Bill Veit.

Tammy Koehler asked what exactly this Agreement covers and the cost of this service. Joy Buboltz explained that JEM Payroll Services will process the monthly payroll for the Secretary/Treasurer and also handles all quarterly and yearly reports. The cost for this service is approximately \$525 per year.

Call vote taken. Motion carried unanimously.

B. Proposed 2013 Budget:

Mark Vechart stated that he recently met with Tammy Williams, Tammy Koehler, and Joy Buboltz on a proposed 2013 Budget. The format for this proposed budget is a little different than previous budgets.

Tammy Williams stated that we as a Chamber need to look for ways to manage our budget and is looking at retaining some of the revenue that is raised from fundraisers.

Mark Vechart asked that the Board review this proposed 2013 Budget for discussion and approval at the January Board meeting.

C. 2013 Calendar Review:

This agenda item will be reviewed at next month's meeting.

D. Shopko's Request to Send a Letter to the DOT to Reduce the Speed Limit on USH 10:

Mark Vechart introduced Melanie Jocd from Shopko. Melanie Jocd stated that the Attorney for Shopko is looking at drafting a letter to the Wisconsin DOT asking the State to reduce the speed limit on USH 10. The Attorney is looking at having concerned parties sign the letter. She stated right now she is looking for feedback, i.e. safety concerns, from the Chamber Board on this request to take back to Shopko representatives.

Christina Kortnetske stated she has received many complaints regarding the speed limit on USH 10. Mark Vechart expressed concern with the concrete medians. Nick Madison stated the Brillion School District has wanted that speed limit reduced since the new High School was constructed. Nick Madison also stated the State of Wisconsin wants to keep traffic flowing along USH 10. Doug Neils stated he thought the speed limit along USH 10 in Brillion was going to be reduced after the construction was completed.

Tammy Koehler stated she recently spoke with the owners of N.E.W. Insurance and they also expressed concern with the speed limit along USH 10. She thought the newly installed turning lanes along USH 10 was to help keep traffic flowing.

Michelle Ruebl asked if Shopko is looking for just business owner signatures on the petition or can the public also sign the petition. Melanie Jocd stated the public can also sign the petition.

Nick Madison suggested inviting Al Ott and Frank Lasee to a Chamber Board meeting to discuss this issue.

Mark Vechart asked Melanie Jocd to keep the Chamber Board informed. Christina Kornetzke stated Shopko has the support of the community.

Wayne Volkman suggested, if need be, to contact Dan Ariens for help with this issue.

E. Next Meeting Date – January 3, 2013:

Mark Vechart stated the next Chamber Board meeting will be held on Wednesday, January 3, 2013.

OLD BUSINESS:**A. Brillion Gateway Sign – South Sign – Update – Tammy Williams:**

Tammy Williams reported Wisconsin Public Service did the electrical work, the pillars have been installed, and the City of Brillion sign will be installed soon.

4:58 PM – Christina Kortnetske left the meeting at this time.

Mark Vechart thanked Tammy Williams and Kris Bastian for all the work they did on the City signs.

B. Farmers Market – End of Season Totals – Michelle Ruebl/Doreen Sutilla/Rebecca Flanders:

Joy Buboltz presented to the Board the “end of season” totals from the 2012 Farmers Market. Mark Vechart noted that the Market is close to becoming self-sustaining.

C. Community Development Director Position Update/Survey – Mark Vechart:

Mark Vechart stated the questions that are on the proposed survey are “getting to know you” questions. It was asked if we will be receiving feedback on the Community Development Director position. Mark Vechart suggested using survey monkey for this type of survey. He also suggested having two (2) surveys for the membership. One survey would be more of a getting to know you survey and the other survey could be input on the Community Development Director position.

Tammy Williams stated that the Committee will be getting together in January and at that time it will give the Committee more direction. It was suggested asking Shannon Full from the Fox Cities Chamber of Commerce to that Committee meeting to help with a possible survey.

Item tabled.

CITY UPDATES/COMMUNICATIONS – WAYNE VOLKMAN:

Wayne Volkman reported on the following:

- It has been his honor and privilege to work with this Board.
- He reviewed the years he has been associated with the Brillion Chamber.
- The City did not receive the second Safe Routes to School Grant for the walkway to the Fawn Ridge Subdivision.
- He will be attending the December 6th Redevelopment Authority Commission meeting. He explained the new hanging flower basket from Greenleaf Landscaping. This hanging flower basket is constructed of fiberglass plastic with a water reservoir.
- He feels the City of Brillion should consider implementing a room tax. This would be another source of revenue for the City.

SCHOOL DISTRICT UPDATE – NICK MADISON – TOUR OF FACILITY:

Nick Madison reported that the Brillion School District is looking at a possible referendum in April on the K-8 building. The School District did receive positive responses from the survey that was mailed.

The survey showed that tax payers are supportive to finishing the school project. The plan should be finalized in the next few weeks. If a referendum is held it will be placed on the April ballot.

ADJOURNMENT:

Motion – Tammy Koehler moved to adjourn. Seconded by Doug Neils. Call vote taken. Motion carried unanimously. The meeting adjourned at 5:20 pm.

Respectfully Submitted

Joy Buboltz, Secretary/Treasurer – Brillion Chamber of Commerce