

**BRILLION CHAMBER OF COMMERCE  
BOARD MEETING MINUTES**

**December 7, 2011**

**Cobblestone Creek Dining & Banquet**

**12:00 Noon**

**CALL TO ORDER:**

President-Elect Mark Vechart called the meeting to order at 12:05 PM.

**ROLL CALL:** Present were Tammy Fischer, Eric Nies, Mike Buboltz, Tammy Koehler (arriving at 12:07 PM), Mark Vechart, Doug Neils, Nick Madison (non voting), and Joy Buboltz (non voting). Absent were Tammy Williams, Rob Jensen, Rebecca Flanders, Gary Kabat, and Community Development Director Wayne Volkman. Guests of the meeting were Tom Kees and Bill Veit.

**WELCOME NEW BOARD MEMBERS:**

Mark Vechart welcomed new 2012 Chamber Board Member Bill Veit to the meeting. He stated new Chamber Board Member Josie Kilgore was unable to attend this meeting.

**APPROVAL OF THE AGENDA:**

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

**APPROVAL OF MINUTES – NOVEMBER 2, 2011 MEETING:**

**Motion** – Eric Nies moved to approve the November 2, 2011 Chamber Board Meeting minutes. Seconded by Tammy Koehler. Call vote taken. Motion carried unanimously.

**SECRETARY-TREASURER REPORT:**

Joy Buboltz presented the December 7, 2011 Secretary Report and the December 7, 2011 Treasurer Financial Report to the Board. She also reported that after this meeting she will be mailing the 2012 Membership Dues to all Regular and Associate Chamber Members. She also reported she will be mailing to potential new Chamber members a letter and a 2012 Membership Dues forms inviting them to join this Chamber.

**Motion** – Doug Neils moved to approve/accept the December 7, 2011 Secretary-Treasurer Report. Seconded by Tammy Koehler. Call vote taken. Motion carried unanimously.

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

Wayne Volkman was unable to attend this meeting. No report given.

**COMMITTEE REPORTS CONT:**

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

**A. Lunch and Learn:**

No report.

**B. Upcoming Wine & Cheese Event – February 11, 2012:**

Mark Vechart reported the upcoming 2012 Wine & Cheese Event will be held on February 11, 2012.

## **2. Business Recruitment Ad Hoc – Brad Grant:**

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

Mark Vechart reported he will be contacting Brad Grant in the near future to discuss this Committee and get his thoughts of where he sees the Committee going. Mark Vechart asked the Board for their thoughts. Tom Kees stated when the Business Recruitment Ad Hoc Committee was formed he was the Chairperson. The Committee created a list of ten (10) tasks and decided the first task should be the Business Survey. As time went on, the attendance at the meetings fell.

Mark Vechart stated that Brad Grant emailed him and indicated he would like to meet with him on this Ad Hoc Committee. He stated this issue will be revisited in the first quarter of 2012 to obtain an opinion on whether to continue with this Ad Hoc Committee.

Tammy Koehler asked if the Ad Hoc Committee still had that list of ten (10) tasks and if the Chamber Board could see those tasks. Tom Kees stated he will email those tasks to Joy Buboltz. Joy Buboltz stated she will then forward the list to the Chamber Board.

Tom Kees explained the main reason the Business Recruitment Ad Hoc Committee was formed was to assist and support Community Development Director Wayne Volkman with perspective new businesses coming to the City of Brillion.

## **3. Business After Five – Tammy Fischer:**

### **A. Upcoming Events:**

Tammy Fischer reported the next Business After Five event will be held on January 26<sup>th</sup> at the Ariens Company. She reported the Ariens Company is currently working on the invitation to be sent to the Chamber membership. Doug Neils stated the event will be held from 5:00 PM to 7:00 PM and the Ariens Company will be asking for RSVP's.

## **4. Web Site Committee – Eric Nies:**

### **A. Website Updates:**

Eric Nies reported he is working on updates to the Chamber website. He is also working on port issues.

Mark Vechart stated in the first quarter of 2012 his intention is to meet with Eric Nies and Joy Buboltz to review the Chamber's Home Page. He suggested that the Board members regularly check the website.

## **5. Government Affairs Committee – Tom Kees:**

Tom Kees reported that a Government Affairs Committee doesn't actually exist. He explained that he and Tammy Williams discussed issues last year and it was suggested that he bring issues to the Chamber Board the Chamber could take a stand on. He stated that Tammy Williams felt it was important to bring to the Chamber Board on a regular basis topics they could discuss, be it local issues, State issues, or even Federal issues.

Tom Kees stated he is willing to be involved in this “Committee” as long as action is taken by the Chamber and this is not just “For Informational Purposes” and no action is taken on the topics discussed.

Tom Kees stated he understands that the Chamber Board would like to address one (1) view point at a time. Earlier this year a survey was sent to the Regular Membership with no responses sent back. He took that response as there is a low interest on this. So basically we are at the same point and he is looking for direction from the Chamber Board. He again stated he would only be involved if action is taken on issues brought to the Board.

Mark Vechart stated he feels a “Government Affairs Committee” is a good idea. He suggested starting with a local issue – a community issue and to start small. The Board could vote on an issue they feel could be sent to the membership for them to respond to using Survey Monkey. It was suggested to have the survey short, maybe three (3) questions, and report those results of the survey in the Brillion News. We just need to get this issue “off the ground”.

Tammy Koehler stated two issues that could be proposed is the Calumet County Garage and Governor Scott Walker proposed Recall Election. She agreed this may take time to get started and suggested keeping this informal. Mark Vechart suggested keeping the email subject line “short and sweet”.

Tom Kees stated topics of interest could be the proposed Calumet County Garage, should the City continue funding the Brillion Community Center and to keep that facility open or to send the Brillion Community Center to referendum. He feels the response on the Brillion Community Center issue would be very helpful for our local government officials. One other topic could be on the State level, which would be the recall efforts of Governor Scott Walker.

**12:20 pm – Nick Madison arrived at the meeting at this time.**

Mike Buboltz stated another topic of interest could be the Brillion Marsh and the lack of flow of the water from the marsh. Joy Buboltz informed the Board that the City will be holding a meeting in the future with the DNR on this issue. She also informed them that the water from the Brillion Marsh is backing up into the Wastewater Treatment Plant, which if the water continues to back up, will cause the City to make adjustments to the Wastewater Treatment Plant which could cost of over \$10 million.

Mark Vechart suggested taking two (2) of the four (4) topics and survey the membership on those topics. Tom Kees suggested only taking on one (1) topic at a time. Doug Neils feels that two (2) topics for the most should be taken on and feels those two (2) topics should be something the City can do something about. Mark Vechart agreed and suggested the topics of the Brillion Marsh, the Brillion Community Center, and thirdly the proposed Calumet County Garage issue.

Tom Kees stated as far as the Brillion Marsh topic he feels most businesses/industries would be in favor of the DNR finding a way to have the water flow better out of the marsh. Mark Vechart suggested sending a letter to the City Officials going on record that the Brillion Chamber of Commerce Board is in favor of the DNR cleaning the Brillion Marsh for better flow of water. Tom Kees stated the Chamber

Board could send a Resolution to the City Officials going on record that the Brillion Chamber Board is in favor of the DNR cleaning the Brillion Marsh for better water flow.

Mark Vechart suggested using the Brillion Marsh issue as the first topic so the Chamber Membership will get use to using Survey Monkey. We could then take the results from the survey and send them to the DNR. The second issue that could be discussed could be the Brillion Community Center. Tammy Fischer stated she feels the Brillion Community Center issue would not be the best topic to start with. Tammy Koehler stated results from the Survey Monkey would be confidential. Tammy Fischer stated it is important to note and to relay to the membership that with these survey results, the Chamber is not taking a stance on an issue, but just relaying the results from the survey to the appropriate parties.

Nick Madison suggested this Chamber may want to consider joining with the State's Chamber of Commerce and be part of a broader organization. Mark Vechart stated he feels this Chamber needs to start with its community and obtain the opinions of our businesses/industries on local issues.

Doug Neils stated obtaining information from the surveys could be used as an information tool. Tom Kees stated it is something we can have an effect on. Tammy Fischer agreed pooling our membership and feels their input would be very helpful.

Doug Neils stated we now know the vision of the Government Affairs Committee.

This item will be placed on the January 2012 Chamber Board agenda for further discussion.

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

### **A. Christmas Open House & Money Tree Promotion Overview:**

Mike Buboltz reported he feels the Christmas Open House promotion went well. Schroth Floral and Bullseye Screen Printing informed him they did very well that weekend. He will re-evaluate using the opening weekend of deer hunting for the Christmas Open House versus having the promotion held the first weekend in December. He feels we can grow on this promotion.

Regarding the Money Tree Promotion, Mike Buboltz stated the Money Tree Promotion will be held the second weekend in December.

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

Nick Madison reported on the following:

- On November 18<sup>th</sup> the entire teaching staff toured Ariens Plant 3. This is a way for our School District to connect with our businesses/industries. The focus this year was on manufacturing.
- On a Legislative level, a Bill has been proposed with the intent on creating a separate High School Diploma for vocational education. This diploma would be in place of an academic diploma. The School District opposes this new proposed diploma.

## **OLD BUSINESS:**

### **1. 2011 Farmers Market - Update:**

Joy Buboltz informed the Board that Rebecca Flanders was unable to attend this meeting, but sent an email that she read to the Board. The email stated that she will be presenting to this Board next month ways she is looking at enhance the Farmers Market more next year, and will give the feedback she received from interviewing and surveying other Farmers Markets.

## **2. Brillion Gateway Signs – North and South:**

Mark Vechart stated the north City sign has been installed. The south City sign will be installed in 012. Tammy Fischer informed the Board that the easements for the new City signs should be completed today. The Board will need to review the draft easements.

Tammy Koehler is hoping that electricity will be ran to the west City sign so that sign can be lit similar to the east City sign. Mark Vechart stated the Chamber did receive a quote to have electricity ran to the west City sign, at a cost of less than \$5,000.

## **3. Chamber Disability Insurance Plan:**

Mark Vechart stated he would like to raise two (2) concerns he has. One concern is how the information on the proposed Chamber Disability Insurance Plan will be sent out to the general membership. Should a mailing be sent to them?

His second concern is as a Board we need to make sure we don't endorse any particular program. We need to be open to others that may also come to this Board, and we need to make sure that any other similar businesses aren't slighted

Tammy Koehler stated this proposed Chamber Disability Insurance Plan will allow a single owner of a business to obtain group coverage.

Tom Kees stated in the past when the Board decided to offer group health insurance to its Chamber members the Board contacted the other agents in the community and asked if any were licensed to sell the group plan chosen and if any were interested. He asked the Board if the role of our Chamber is to provide an avenue for businesses to market to our membership. Do we want to open up our facilities and membership to any business that wants to market to our members as a group? There would be a lot of businesses interested in going that route.

This item will be discussed at the January Board meeting.

## **4. 2012 Calendar Review:**

Item tabled.

## **NEW BUSINESS:**

### **1. Chamber By-law Review – Discuss Director Terms:**

Mark Vechart stated there are a few "housekeeping" items that need to be addressed concerning the layout of the terms of office. It is also being proposed to create a chart with each Director's term of office listed.

**2. Business Link from Chamber Website?:**

Mark Vechart stated we need to make sure this is set up correctly. Joy Buboltz will work with Eric Nies on this.

**3. Proposed 2012 Brillion Chamber of Commerce Budget:**

Mark Vechart stated the 2012 Brillion Chamber of Commerce Budget is being worked on. He will be meeting with Joy Buboltz and Tammy Williams on this.

**4. Santa Scramble:**

Mike Buboltz stated the Santa Scramble has been done the last two (2) years. He explained the Santa Scramble is a word search that is placed in the Lake to Lake Shopper and is a chance for an individuals to win Chamber Bucks. Chamber Businesses are able to advertise their business around the word search.

**Motion** – Doug Neils moved to approve \$500 in Chamber Bucks for the Santa Scramble promotion. Seconded by Mike Buboltz. Call vote taken. Motion carried unanimously.

**5. Next Meeting: January 4, 3012:**

The next Chamber Board meeting will be held on January 4, 2012 at 12:00 noon.

Mark Vechart stated he would like to thank Tammy Fischer for her years of service on the Chamber Board.

**ADJOURNMENT:**

**Motion** – Mike Buboltz moved to adjourn. Seconded by Doug Neils. Call vote taken. Motion carried unanimously. The meeting adjourned at approximately 1:10 PM.

Respectfully Submitted

Joy Buboltz

Secretary/Treasurer – Brillion Chamber of Commerce