

**BRILLION CHAMBER OF COMMERCE  
BOARD MEETING MINUTES**

**February 1, 2012**

**Best Advantage Credit Union**

**12:00 Noon**

**CALL TO ORDER:**

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

**ROLL CALL:** Present were Tammy Williams, Bill Veit, Eric Nies, Rebecca Flanders (arriving at 12:07 PM), Tammy Koehler, Mark Vechart, Doug Neils, Nick Madison (arriving at 12:16 PM) (non voting), and Joy Buboltz (non voting). Absent were Rob Jensen, Mike Buboltz, Josie Kilgore, Gary Kabat, and Wayne Volkman.

**GUESTS:**

Guests of the meeting were Brad Grant and Tom Kees.

**APPROVAL OF THE AGENDA:**

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

**APPROVAL OF MINUTES – JANUARY 4, 2012 MEETING:**

**Motion** – Tammy Williams moved to approve the January 4, 2012 Chamber Board Meeting minutes as printed. Seconded by Bill Veit. Call vote taken. Motion carried unanimously.

**SECRETARY-TREASURER REPORT:**

Joy Buboltz presented the February 1, 2012 Secretary Report and the February 1, 2012 Treasurer Financial Report to the Board. She also reported final expenses for 2011 have been included in the 2011 Chamber Budget.

**Motion** – Veit moved to approve/accept the February 1, 2012 Secretary-Treasurer Report. Seconded by Eric Nies. Call vote taken. Motion carried unanimously.

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

Wayne Volkman was unable to attend this meeting. Joy Buboltz distributed to the Board members a memo from Wayne Volkman and a copy of the lead article in the upcoming quarterly newsletter.

**COMMITTEE REPORTS CONT:**

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

**A. Lunch and Learn:**

Tammy Williams stated she did not have a report regarding the Lunch and Learn Program.

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

Tammy Williams reported the event is coming together. There have been a few more vendors than first anticipated. Ariens Company has graciously donated a lawn mower for the event and is displayed at

Best Advantage Credit Union. She stated the Marketing/Branding Committee will be meeting tomorrow to discuss the event.

Tammy Williams also reported the Marketing/Branding Committee is working on a Brillion Chamber of Commerce brochure to be distributed in welcome packets and will be displayed at various business locations.

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

Brad Grant reported last week Tom Kees, Mark Vechart, and himself met. He will be emailing the Business Recruitment Ad Hoc Committee members to set up a meeting.

Brad Grant presented to the Board a letter from the Calumet County Planning Department stating that Calumet County is trying to form a joint EDC with Manitowoc County's EDC. With joining Manitowoc County's EDC it will be a way for Calumet County to learn about economic development corporations. Right now, Calumet County is trying to spread the word on exploring the option of joining Manitowoc County's EDC.

Brad Grant stated he feels as a Chamber this is something this Chamber should support. This will enhance what we already have. Calumet County is looking for a response from businesses/Chamber by April 2<sup>nd</sup>. That is when the County will stop soliciting businesses' input on the joint EDC idea.

Tammy Koehler asked Brad Grant what we can do at this time. Brad Grant stated that Kelly Nieforth, Calumet County Economic Development Specialist, is the coordinator for this program and would be the "go to" person. She isn't trying to "drum up" businesses, but trying to make the current businesses in Calumet County grow.

Tammy Williams asked if Calumet County is looking for input or support for this program. Brad Grant stated both. They would like to see Brillion Chamber of Commerce's support on this and would like to receive emails from businesses that are in favor of this program. Mark Vechart suggested that Brad Grant create three (3) questions to send to our Chamber members using survey monkey for their responses.

Tammy Williams asked if there is any vision on how this would fit into the role of the current Community Development Director for the City of Brillion. Brad Grant stated this Corporation could assist with the current and future Community Development Director's for the City of Brillion.

Mark Vechart asked if the Chamber's role in this is endorsement. Brad Grant stated yes. Tammy Williams asked if Calumet County is looking for financial support. Brad Grant stated yes from area businesses and Chambers. However, most of the time funds for this program comes from municipalities and is based on their population. Tammy Koehler asked how much financial support would be needed. Brad Grant stated in Reedsburg, where he formally lived, that community's support was approximately \$1,000 based on their population of 7,000-9,000 residents. Mark Vechart asked if the personnel for this Corporation are paid by the County. Brad Grant stated yes.

Brad Grant stated he will create three questions for survey monkey on this topic and will send those questions to Joy Buboltz.

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

Nick Madison reported on the following:

- One thing that is impacting us strongly is the State government working to reform education in the State of Wisconsin. Most of the reform has been pretty good.
- The State Superintendent is proposing to waiver from the “No Child Left Behind” program. We are seeing a significant amount of education reform which is making schools and teachers more accountable. Teachers will be receiving a rating or score on their teaching with a letter grade. This is spinning back locally. It’s a challenge for the School District and its coming fast. We have to implement the reforms.
- Currently, the School District is working on an Employee Handbook, which will replace contracts.

Mark Vechart asked if the School District has received any input from the current teaching staff on this handbook. Nick Madison stated yes, a meeting was held with the teaching staff in which Mary Kohrell facilitated the meeting. With this meeting, the School District then knew what was important to the teaching staff and to the support staff.

Tammy Koehler stated as a local business owner her input is “what an opportunity” and feels we should keep in line with what is going on today. She is glad the School District is creating a handbook.

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

Doug Neils stated there were approximately 70-75 individuals that attended the Ariens Business After Five Event. Tammy Williams complimented on the great job Ariens staff did with the event. Doug Neils stated he feels many eyes were opened on that Ariens is not just a local industry, but a global industry.

Mark Vechart stated the next Business After Five event will be held in either April or May.

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

#### **A. Proposal for Website Updates:**

Eric Nies presented to the Chamber Board a “service quote” for updates to the Chamber website. He explained the proposed updates and stated the Chamber Board can choose to do some of the updates now and some later. Some of the updates do require programming changes. Tammy Williams questioned the quote for the “Calendar of Events”. Eric Nies stated that update requires programming. Tammy Williams asked when the updates could be completed by. Eric Nies stated in a few months, since they have a few projects to complete yet.

Tammy Williams reported that once these updates are completed Chamber Secretary/Treasurer Joy Buboltz will be able to do most of the updates. Eric Nies explained with these updates the Chamber will be able to receive a report on how many hits the Chamber website received.

**Motion** – Tammy Koehler moved to approve the “Service Quote” from NSC, Inc. for the Chamber website updates eliminating the “Calendar of Events” update. Seconded by Doug Neils. Call vote taken. Eric Nies abstained from voting. Motion carried.

Mark Vechart asked if the updates could be completed in 60 days. Eric Nies stated yes.

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

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

Tom Kees stated this Committee was designed to get information out to the public and to discuss/act on facts/issues affecting our community. This could be done by holding a public forum on issues. He understands it may be hard for Board Members to take a public stance on a controversial issue. He stated at the last Chamber Board meeting it was suggested holding a public forum on the three (3) candidates running for the two (2) Alderperson positions. If the Chamber Board is interested in moving forward with this he would be interested in facilitating this. The debates would be an information type session with questions being asked.

Tom Kees asked what direction the Chamber Board wants to take. Joy Buboltz suggested not only holding the forum for the Alderperson positions but also for those running for the School Board positions. Tom Kees stated we could ask the candidates to participate and provide them with questions that will be asked of them so they can be prepared.

Tammy Koehler suggested holding a forum for the Alderperson candidates at one time and the forum for the School Board candidates later that same night. A date of March 27<sup>th</sup> was proposed with a starting time of 6:30 PM. It was suggested to ask Jeff Schlender to be the facilitator for the forum. Tammy Williams stated she will contact Zander Press to do a “save the date” reminder.

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

Mike Buboltz was absent from this meeting.

### **A. Santa Scramble Update from Tammy Williams:**

Tammy Williams reported that per Zander Press there were 575 entries for last year’s Santa Scramble with most of the entries coming from Brillion, followed by Reedsville, Hilbert, and Wrightstown.

## **OLD BUSINESS:**

### **1. Farmers Market – Rebecca Flanders:**

Rebecca Flanders distributed to the Chamber Board the 2012 Farmers Market Report. She gave an update on the 2011 Farmer Market season and results from a verbal vendor survey she conducted. She outlined and explained the updates she hopes to give at the next Chamber Board meeting, and presented a Calendar per month of the activities that is done for the Market.

It was asked how much per vendor spot is charged. Rebecca Flanders stated \$15 for the year or if the vendor wanted to sell their items only once the charge was \$10. She is considering raising the fee to \$20 in 2012.

Rebecca Flanders explained one concern raised by the vendors is the parking of vehicles in front of Main Street Square which blocks the view of the Market. She will ask the Brillion Police Department if temporary signage restricting parking could be placed along Main Street while the Market is operating. Tom Kees suggested being carefully not to address any particular hazard with the signage.

**1:15 PM – Eric Nies left the meeting at this time.**

Rebecca Flanders stated she will give a progress report on this at next month's meeting.

**2. Brillion Gateway Signs – North and South - Update:**

Tammy Williams reported she did not have anything new to report at this time.

**3. Chamber Disability Insurance Plan:**

**A. Establish Guidelines – Tammy Williams:**

Tammy Williams presented to the Chamber Board "Guidelines for Member Benefit Services" that the Heart of the Valley uses. Mark Vechart suggested "tweaking" these guidelines for our Chamber. Joy Buboltz stated she will "tweak" the guidelines for this Chamber.

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

**B. Chamber Endorsement:**

Item tabled until next month's meeting.

**4. 2012 Calendar Review:**

Joy Buboltz presented the revised 2012 Calendar for the Board's review. She stated she will update the Calendar each month.

**5. Chamber By-Laws Review:**

Joy Buboltz stated she emailed each Chamber Board member a copy of the 2012 Brillion Chamber Board members. She suggested not making this listing a part of the Chamber By-Laws otherwise each year when there is a change in Board members the By-Laws would need to be approved at each annual banquet.

The consensus of the Board was to keep the 2012 Brillion Chamber Board Member listing on file.

**6. USH 10 Project – Update – Wayne Volkman/Joy Buboltz:**

Joy Buboltz gave an update to the Board on the upcoming USH 10 Road Construction Project. She stated bids have been sent for the project and the contractor for the project should be chosen by mid March. Once the contractor has been chosen, a pre-construction meeting will be held with the affected property owners and local businesses. She will continue to give monthly updates to the Board.

**NEW BUSINESS:**

Mark Vechart stated that he noticed that the Chamber does not have anyone designated as taking pictures during Chamber events. Nick Madison suggested asking Matthew Bennett if he would be

interested in taking pictures during Chamber events. Rebecca Flanders stated she will contact Matthew Bennett on this. Brad Grant suggested asking an individual member to take pictures and give that person a Chamber membership in exchange for this service.

This item will be discussed further at next month's meeting.

**2. Next Meeting: March 7, 2012:**

The next Chamber Board meeting will be held on March 7, 2012 at 12:00 noon.

**ADJOURNMENT:**

**Motion** – Doug Neils moved to adjourn. Seconded by Tammy Koehler. Call vote taken. Motion carried unanimously. The meeting adjourned at approximately 1:23 PM.

Respectfully Submitted

Joy Buboltz

Secretary/Treasurer – Brillion Chamber of Commerce