

**PENDING APPROVAL!!!!**

**BRILLION CHAMBER OF COMMERCE  
BOARD MEETING MINUTES**

**July 6, 2011**

**Best Advantage Credit Union**

**12:00 Noon**

**CALL TO ORDER:**

President Tammy Williams called the meeting to order at 12:06 PM.

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

**APPROVAL OF AGENDA:**

**Motion** – Mark Vechart moved to approve the agenda. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

**APPROVAL OF MINUTES – JUNE 1, 2011 MEETING:**

**Motion** – Rob Jensen moved to approve the June 1, 2011 Chamber Board Meeting minutes. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

**SECRETARY-TREASURER REPORT:**

Joy Buboltz presented and reviewed the July 6, 2011 Secretary Report and the July 6, 2011 Treasurer Financial Report with the Board.

**Motion** – Mike Buboltz moved to approve/accept the July 6, 2011 Secretary-Treasurer Report. Seconded by Mark Vechart. Call vote taken. Motion carried unanimously.

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

Wayne Volkman reported on the following:

- Regarding the hanging flower baskets, he thanked the Brillion Chamber of Commerce for their donation towards this project. He stated compared to other communities he recently visited the City of Brillion's hanging flowers look better. He would like to "tip his hat" to Joy Buboltz and Dennis Jandrey who volunteered their time to water the plants over the 4<sup>th</sup> of July weekend. He would also like to acknowledge Kim Buboltz, Collie Thurwater, and Ralph and Wendy Rice for "adopting" some of the hanging flower baskets and caring for them on weekends. Currently he is working with the Brillion Lions Club to see if they would be willing to water the plants on alternate weekends.

Tammy Williams asked if it is the City's goal to have the entire hanging flower baskets "adopted". Volkman stated yes. It is his intend to include in his 2012 Community Development Budget additional funds for an additional twenty (20) hanging baskets (to be placed on the remaining ten (10) street poles along Main Street) and the replacement

flowers for the current twenty (20) hanging flower baskets. He was informed that each hanging basket should last three (3) to five (5) years. The hanging baskets will be removed from the street poles in October and stored at Schroth Floral over the winter months. Next year there will be a need to make adjustments on the height of the current street signs on the current street poles.

- On Tuesday, July 19<sup>th</sup> the Quarterly City Newsletter and the 2011-2012 City Directory will be included in the Lake to Lake Shopper.
- On July 11th the City of Brillion will host 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. He and City Staff will also be discussing with those representatives ideas for the future funding of his position.
- On July 8<sup>th</sup> he will be meeting with the WHG Group and will be interviewed for a video for them for the Cobblestone Inn and Suites.
- He is continuing to work on the Safe Routes to School Grant implementation. The implementation has been an uphill climb with a lot of strings attached to the grant. It appears at this time that the trail to the Trinity School will not be constructed until next spring.

Nick Madison asked Wayne Volkman the status of a walkway to the Fawn Ridge Subdivision. Volkman stated that a meeting was held on June 27<sup>th</sup> with East Central Regional Planning Commission on this proposed walkway. It was suggested by those in attendance to circulate a survey to the property owners in the Fawn Ridge Subdivision regarding the use they may have for the walkway. Once the survey results have been tallied that information would be included in the Transportation Enhancement Grant application to be submitted in 2012. Volkman informed the Chamber Board that funding for a Transportation Enhancement Grant is an 80/20 split with the municipality. Whereas, the Safe Routes to School Grant is fully funded by the State. Volkman also noted that the walkway would only go to the end of the Fawn Ridge Subdivision, not the Brillion Conservation Club as was proposed in the last application. Rob Jensen noted that this issue has been discussed at the City's Plan Commission since 1999. Volkman stated the intention is to have minimal intrusion to the Deer Run Golf Course with the proposed walkway.

- The Shopko building has been shifted a little to the west and to the south from the original plans, due to the location of the detention structure. Bad soils were found and the steel for the building should be delivered next week. They are still hoping to have the facility open in November, before the Thanksgiving Holiday.
- On June 24<sup>th</sup> he attended an event at Greenleaf Landscaping. Parallel 44 Winery was present at the event and agreed to attend the 2<sup>nd</sup> Annual Taste of Wine, Beer, Cheese & Chocolate event in February 2012.
- He distributed an article from the Appleton Post Crescent regarding the amount of room tax by various municipalities throughout Fox Valley. The City of Chilton is

currently working on implementing a room tax to help fund their Community Development Director position in 2013. He suggested that at a future Chamber Board Meeting that Shawn Reily, the City of Chilton's Community Development Director, be invited to explain to the Chamber Board their process in implementing their room tax. State Statutes would need to be followed in the process of this. Tammy Williams suggested that a spreadsheet showing the possible projected revenue with the implementation of a room tax in the City of Brillion be compiled.

- The October 6<sup>th</sup> Round Robin Downtown Meeting with representatives from the City of Seymour and the City of Pulaski may be changed.
- He is still receiving inquiries on potential businesses wanting to come to the City of Brillion and is currently working with a prospective business at this time.

Mark Vechart asked Volkman if he has been receiving any inquiries on the old T&C building. Volkman stated he recently contacted the owner of the building and was informed that the owner is considering dividing the building into smaller offices/buildings for rent. Mark Vechart asked Volkman the status of the Bullwinkles and Bowlwinkles renovation. Volkman stated his understanding is that the property owner of Bowlwinkles is working with a firm from Oshkosh on that facility, but nothing formal has been submitted to the City at this time.

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

Nick Madison reported on the following:

- Wisconsin Act 10 regarding collective bargaining and compensation is now in effect. Just recently the Brillion School District Union and the Brillion School District passed a one (1) year extension on their current union contract.
- Act 32 which is part of the State Budget and the impact it may have on the Brillion School District. He stated that revenue to the School District will decrease by 8% and the revenue limit will decrease by 6%. The School District knows the revenue amount for this year, but is not sure on the revenue stream. He feels the local tax dollars will remain somewhat the same, and won't impact the local taxes too much. The cuts made with Act 32 will affect the State Budget more than the local budgets.
- Madison gave an update on the recall elections that will be taking place around the State of Wisconsin. He stated there are six (6) Republicans and three (3) Democrats that are being recalled. The State Government is now focused on those recall elections.

Rob Jensen asked Madison if he feels the Brillion Teacher's Union will go separate and not pay their union dues. Madison explained that most Teachers Unions are a part of the WEAC Union. However the Brillion School District Teacher's Union is part of the AFT. A teacher would have to write a check for their union dues to their Union now. Madison explained that every year 51% of the eligible voters of the Teacher's Union must be in

favor of keeping their union. He stated that most teachers don't care and just want to teach.

## **COMMITTEE REPORTS CONT:**

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

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

Tammy Williams reported there are three (3) or four (4) interested parties in the scheduled September 13<sup>th</sup> Lunch and Learn Program.

#### **B. Possible 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.
- Leadership information.
- Upcoming Chamber Banquet.
- Wendy Diel is currently working on Chamber logo wear that would be available at the Chamber Banquet.
- Generic type business cards. The cost of those 250 business cards would be \$55.35.
- A tri fold "splash" on the Brillion Chamber.

Tammy Williams stated there are funds currently in the Marketing Account for these expenses.

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

Tammy Williams reported the Marketing/Branding Committee is currently working on this and a Mission Statement is pending.

### **2. Business Recruitment Ad Hoc:**

#### **A. Follow Up/Plan of Action – New Chairperson Brad Grant:**

Tammy Williams reported Brad Grant has agreed to be the new Chairperson for the Business Recruitment Ad Hoc Committee. They will "kick off" in September. She stated that Cristy Stedl has volunteered to serve on this Committee also. Rebecca Flanders stated she would be interested in also serving on this Committee.

Tammy Williams stated that an email will be send to the Chamber members at the end of August to see if any other Chamber member would be interested in serving on this Committee.

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

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

Tammy Williams reported that Primary Transportation will be hosting a Business After Five event in August. In the fall the Ariens Company is interested in holding an event. It was suggested touring the Ariens Company before the Fall Banquet. Mark Vechart asked if the Ariens Company is looking at the tour as a Chamber event or as an event open to the public. Doug Neils stated he feels the Ariens Company would like to host a Business After Five event.

Rob Jensen asked if Larry Dietz has been confirmed as the Guest Speaker for the upcoming Chamber Banquet. Tammy Williams stated yes and he will be speaking on business or possibly leadership.

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

Tammy Williams explained the items that have been added to the Chamber website.

**5. Government Affairs Committee – Tom Kees:****A. Topics/Survey Monkey:**

Nothing to report.

**OLD BUSINESS:****1. Strategic Planning:**

Tammy Williams reported that she will be meeting with a representative from the Heart of the Valley Chamber of Commerce and a representative from the Fox Cities Chamber of Commerce to learn more about what their Chambers do. She stated that the representative from the Fox Cities Chamber of Commerce 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:**

Rob Jensen stated presently there are twelve (12) 4-some teams registered for the golf outing. However, the invite has only been sent to the Regular Chamber members. It was decided to email the Golf Outing Invitation to the Associate Chamber Members also.

**3. 2011 Farmers Market:**

Rebecca Flanders stated that the 2011 Farmers Market started last weekend. There were some new vendors and overall it went well. Dan Eickert informed her that produce should be available for this weekend.

Rebecca Flanders stated the flyers that are distributed at the Farmers Market will be distributed this weekend and feels the Farmers Market will be self sufficient this year. There are one (1) or two (2) permanent vendors this year at the Market.

Rebecca Flanders stated that she would like to contact Charlie Phrang, the owner of the storage units north of the City to discuss his Farmers Market. Tammy Williams stated that Phrang informed her that he would like to work with the Chamber's Farmers Market.

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

Tammy Williams distributed to the Board a proposal from United Sign for options for the north and south gateway signs into the City of Brillion. She explained that United Sign had some concerns with the 4 X 8 proposed sign and were concerned with using aluminum poles for the sign. It was suggested using brick work for poles for the north and south signs for consistence purposes. The Sign Committee also had concerns with using aluminum poles for the sign.

Tammy Williams briefly explained the four (4) options presented for the north and south signs. The lighting of those signs was discussed by the Sign Committee and the Sign Committee felt the signs should be lighted.

Mike Buboltz stated with the north gateway sign the electricity would be near the sign and should be easy to run electricity to that sign. Tammy Williams stated that Charlie Phrang, owner of the property the north sign would be located on, is willing to work with the Chamber on this.

Tammy Williams stated the Sign Committee is recommending either Option A or Option B for 5 X 10 signs with lighting. She stated that \$1,000 has already been paid down on the signage. Joy Buboltz stated that \$10,000 was placed in the 2011 Budget for signage.

**Motion** – Doug Neils moved to approve Option A from United Sign for the north gateway sign into the City of Brillion. Seconded by Rob Jensen.

Mark Vechart commented on the challenge the Chamber had with the lighting of the west gateway sign. Tammy Williams stated the cost to run electricity to the west sign was \$5,000 at that time. Mike Buboltz stated maybe the cost to run electricity to that west sign may be less now since Hwy 10 will be reconstructed next year. Tammy Williams stated she will request another quote from Wisconsin Public Service to run electricity to that west gateway sign.

Call vote taken. Motion carried unanimously.

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

Tammy Williams reported to date nine (9) applications have been received for the PIE Awards. Nick Madison stated a subcommittee will meet in August to review the applications.

**NEW BUSINESS:****1. Annual Banquet: October 13, 2011 – Speaker –Larry Dietz:**

Tammy Williams reported the date of the Fall Banquet may need to be changed. Possible dates discussed were Thursday, October 6<sup>th</sup> or Tuesday, October 11<sup>th</sup>. Joy Buboltz will send an email to the Chamber members for their opinion on dates.

**2. Next Meeting: August 3, 2011:**

The next Chamber Board meeting will be held on August 13th at 12:00 noon.

Tammy Williams reported that the Chamber received a thank you from Pat Hauser for the Chamber Bucks she received for her retirement and a thank you from the Buboltz Family for the flowers sent for Eugene Buboltz's funeral.

Tammy Williams reported that each retired school teacher from the Brillion School District received \$50 in Chamber Bucks.

Tammy Williams stated she would like to place on next month's agenda the following three (3) items:

- Replacement for Community Development Director after Wayne Volkman retires.
- iCan Conserve Project.
- Revisiting of the Chamber Secretary/Treasurer position.

**Adjournment:**

**Motion** – Rob Jensen moved to adjourn. Seconded by Mike Buboltz. Call vote taken. Motion carried unanimously. The meeting adjourned at 1:15 PM.

Respectfully Submitted by:

Joy Buboltz

Secretary/Treasurer – Brillion Chamber of Commerce