

**BRILLION CHAMBER OF COMMERCE
BOARD MINUTES**

June 5, 2013

Cobblestone Creek Dining & Banquet

12:00 PM

CALL TO ORDER:

Tammy Koehler called the meeting to order at 12:05 PM.

ROLL CALL: Present were Tammy Koehler, Bill Veit, Jason Levash, Michelle Ruebl, Christina Kortnetske, Nick Madison (non-voting), Community Development Director Justin Linzmeier (non voting), and Joy Buboltz (non voting). Absent were Rob Jensen, Mark Vechart, Doug Neils, and Gary Kabat.

GUESTS:

Rebecca Flanders, Dorene Stilla, Eric Nies, and Tammy Williams.

APPROVAL OF THE AGENDA:

Motion – Michelle Ruebl moved to approve the agenda. Seconded by Bill Veit. Call vote taken. Motion carried unanimously.

APPROVAL OF MINUTES – MAY 1, 2013 MEETING:

Tammy Koehler questioned the status of a proposed membership drive. Jason Levash explained it was decided at the May meeting to present a unified pitch before proceeding with a membership drive.

Motion – Bill Veit moved to approve the May 1, 2013 Chamber Board Meeting minutes as printed. Seconded by Jason Levash. Call vote taken. Motion carried unanimously.

PRESIDENT'S REPORT:

Tammy Koehler stated her goal as President is to watch the Chamber Budget and look at ways to increase revenue. She feels changes need to be made with the Wine & Cheese event to generate more revenue with that event. It needs to be determined whether the Wine & Cheese event is more of a social event or a revenue generating event. This should be discussed in the future.

Tammy Williams stated the Wine & Cheese is a fund raising event and is very well attended. Tammy Koehler stated she spoke with Rhonda Vande Hey from the Marketing & Branding Committee to find ways to generate more revenue from the Wine & Cheese event.

Tammy Williams stated, we as a Chamber, need to help the Marketing & Branding Committee with the Wine & Cheese event.

Christina Kortnetske asked if the City of Brillion is looking at implementing a lodging tax. She stated funds from this tax can be used for promotional events. Joy Buboltz explained the City did discuss implementing a room tax in the past.

Discussion followed. This item will be placed on the July Chamber Board meeting. Michelle Ruebl and Christina Kortnezke will assist with this.

SECRETARY-TREASURER REPORT:

Joy Buboltz presented the June 5, 2013 Secretary Report, the June 5, 2013 Treasurer Financial Report, and the 2013 Chamber Budget.

Motion – Michelle Ruebl moved to approve/accept the June 5, 2013 Financial Reports. Seconded by Christina Kortnezke. Call vote taken. Motion carried unanimously.

COMMITTEE REPORTS:**A. Marketing/Branding Committee Update – Tammy Williams:****1. Leadership Series – 2013 Date:****A. Topic Ideas:**

Tammy Williams asked if the Chamber Board had any other topic ideas. None were given. The topic idea of health insurance reform will be used for a Leadership Series.

2. February 16, 2013 Wine & Cheese Event – Final Totals:

Tammy Williams reported the revenue generated from the Wine & Cheese Events are being used towards new benches and garbage receptacles along Main Street. The Marketing & Branding Committee wanted to have the new benches and garbage receptacles installed by Memorial Day, which did not happen. It was hoped to have the items at Main Street Square in time for Brillion Fest. Now, the Marketing & Branding Committee has been asked to obtain estimates for the replacement of the concrete for these items.

Tammy Williams reminded the Chamber Board that the Chamber is donating the funds to the City for this project. What has been done by the City with this project is not acceptable. The City needs to supply more support.

Rebecca Flanders asked if the Redevelopment Authority Commission is to work on this. Tammy Williams stated a firm date is needed from the City when the new benches and trash receptacle will be installed.

Justin Linzmeier gave an update on the new street banners to be installed along Main Street in the near future.

It was stressed that more clarification is needed from the City on Chamber related topics.

B. Business After Five – Tammy F.:

No report.

C. Web Site Committee – Eric Nies:**1. Chamber Website – Farmers Market:**

Eric Nies reported that the Farmers Market tab is up and running. He suggested using the “Businesses Now Open” spot on the website as an ad spot to help generate funds for the Chamber.

This is will be discussed at the July Chamber Board Meeting.

2. E-Ticket Program:

Eric Nies reported with the E-Ticket Program there is a cost for the set up of the program, but after that there are no fees charged for the use of the program for free events. Jason Levash asked if the end user ends up paying the fee. Eric Nies stated that fee could be included into the ticket price.

Eric Nies also reported a quote was given to the Chamber Board at the last Chamber Board Meeting on the cost of hosting for the Chamber website. He stated the fee to host the website is cheaper than charging for updating the website.

Eric Nies suggested the Chamber may want to consider creating a Face book Page. The Board agreed. A Face book Page will be created.

The E-Ticket Program will be discussed at the July Chamber Board meeting.

D. Government Affairs Committee – Tom Kees:

No report.

E. Business Recruitment Committee – Brad Grant:

No report.

F. Retail Trade Committee:

1. Need For More Members:

It was stated that more members are needed for this Committee.

Jason Levash suggested reviewing the purpose and goal of each Chamber Sub-Committee.

G. Farmers Market for 2013 – Rebecca Flanders:

Rebecca Flanders reported this is the first year a Calendar of Events has been created. Doreen Stihula has generously offered to help again this year. Rebecca Flanders also reported that flyer ads will be reinstated as a way to generate revenue for the Market.

A Thursday night Farmers Market has been added this year, which will start in June. A project income is being proposed this year. Rebecca Flanders stated she feels that there will be approximately 40 vendors at the Market this year. Tammy Koehler reported that the Chamber has allocated \$300 in the 2013 Budget for the Market. Rebecca Flanders reported on the fees being charged this year: \$15 onetime fee; \$20 per stop, and \$35 for the year per vendor. There are proposing doubling the amount of space this year.

Rebecca Flanders reported she would like to publish a half page ad to kick off the event.

The Board asked for a recap of the Market in August.

NEW BUISNESS:

A. Next Meeting Date – July 10, 2013:

The next Chamber Board Meeting will be held on July 10, 2013.

B. Review of Sub-Committees:

Jason Levash suggested having a unified meeting before proceeding with a membership drive. It was suggested that the Marketing & Branding Committee could assist with a drive.

C. YouTube Video on Chamber Website:

Tammy Koehler reported that Joy Buboltz forwarded to the Chamber membership a YouTube video that was created on the City of Brillion. This video took first place at the Neville Public Museum event. It was suggested placing this YouTube video on the Chamber website. Unfortunately, the individuals that produced the video did not credit everyone involved in the production of the video. She would like to make sure that if this YouTube video would be placed on the Chamber website that all individuals are credited for their work. Specifically—Video footage credits – Andrew Pantzlaff/www.mybrillionnews.com website.

Tammy Williams stated she will discuss this with the individuals that submitted the YouTube video.

Motion – Michelle Ruebl moved to place the YouTube video on the Chamber website as long as there is not an issue with accreditation. Seconded by Bill Veit.

It was suggested placing the YouTube video on the Chamber Spotlight area on the Chamber website.

Call vote taken. Motion carried unanimously.

D. Annual Chamber Golf Outing:

Joy Buboltz stated the 5th Annual Chamber Golf Outing will be held on July 25th at Braun's Deer Run.

OLD BUSINESS:

A. 2013 Calendar Review:

Joy Buboltz reported there were no changes made to the Calendar.

B. Business Recognition Policy:

Joy Buboltz presented a proposed Business Recognition Policy to the Board. Tammy Koehler asked if businesses can apply numerous times during the year for recognition. Michelle Ruebl stated she feels that can be done, since the Board will review and approval the applications.

It was asked if an application has been created for this policy. Joy Buboltz stated a policy needs to be adopted first. It was suggested placing a disclaimer in the application that the Chamber Board has a right to refuse an application.

The proposed Policy was discussed. It was suggested changing some of the wording to “highlight or improvement”, which would cover new services or a new product. It was also suggested placing the wording “subject to review and approval by the Brillion Chamber Board”.

Motion – Tammy Koehler moved to approve the Business Recognition Policy with the above mentioned changes to the Policy. Seconded by Jason Levash. Call vote. Motion carried unanimously.

C. Shopko’s Request – Letter to DOT to reduce Speed Limit on USH 10:

No new information at this time.

Rebecca Flanders suggested the Chamber Board send a letter to the DOT on this. A follow up on the project will be done with the DOT.

CITY UPDATES/COMMUNICATIONS- JUSTIN LINZMEIER:

Justin Linzmeier reported on the following:

1. The Redevelopment Authority Commission is currently working on new street banners and possible directional signage for the City. The RDA would like to hang 40 street banners along Main Street, which would be one banner per street pole. Some of the signs on the street poles will be removed and some signs will have new wording on them. Also the American Flags will be hung on the street poles all summer.
2. The City will be working with East Central Regional Plan Commission on updating the City’s Marketing Analysis and the City’s Housing Analysis.
3. He will be working on updating the Welcome Packet for new residents to the City of Brillion.
4. He will also be working on creating a packet of information on the City of Brillion for new potential businesses looking at locating to the City of Brillion.
5. He feels retention of businesses is key and is looking at creating a retention survey.
6. He is looking at an incentive packet for businesses.

SCHOOL DISTRICT UPDATE – NICK MADISON:

Nick Madison reported the School Board is following up on the failed school referendum and is looking at the next step to take. Right now they are gathering information.

Jason Levash asked Nick Madison what projects can be done through the school budget.

Nick Madison also reported the State Budget is about what the School District is expecting for funding.

ADJOURNMENT:

Motion – Bill Veit moved to adjourn. Seconded by Jason Levash. Call vote taken. Motion carried unanimously. The meeting adjourned at 1:18 pm.

Respectfully Submitted

Joy Buboltz, Secretary/Treasurer – Brillion Chamber of Commerce