

**BRILLION CHAMBER OF COMMERCE  
BOARD B MINUTES**

**March 6, 2013**

**Brillion School District Board Room**

**12:00 PM**

**CALL TO ORDER:**

President Tammy Koehler called the meeting to order at 12:02 PM.

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

**GUESTS:**

Renee Maeder

**APPROVAL OF THE AGENDA:**

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

**APPROVAL OF MINUTES – JANUARY 9, 2013 MEETING:**

**Motion** – Jason Levash moved to approve the January 9, 2013 Chamber Board Meeting minutes as printed. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

**PRESIDENT’S REPORT:**

Tammy Koehler presented a written a report and reported on the following:

1. Funding – Her ultimate goal is to prepare this Chamber for the future by taking action now to prepare.
2. Thank you to the Board for their well wishes.
3. Speakers for the upcoming Annual Chamber Fall Banquet.
4. Willing to speak to Board Members on any comments and suggestions for the improvement of this Chamber.

**SECRETARY-TREASURER REPORT:**

Joy Buboltz presented the March 6, 2013 Secretary Report and the March 6, 2013 Treasurer Financial Report.

Tammy Koehler asked if most of the membership dues have been collected. Joy Buboltz stated not all membership dues have been collected at this time. She stated by May most of the dues should be collected.

**Motion** – Michelle Ruebl moved to approve/accept the March 6, 2013 Financial Reports. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

**COMMITTEE REPORTS:**

**A. Marketing/Branding Committee Update – Tammy Williams:**

**1. Leadership Series – 2013 Dates:**

Tammy Williams and Renee Maeder reported the Marketing and Branding Committee will be working on this next. Tammy Koehler informed the Board Members that if they have any comments to let the Marketing and Branding Committee know. Mark Vechart asked what time of the year the Marketing and Branding Committee is looking at holding the Leadership Series. Renee Maeder stated one in the spring and one in the fall.

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

Joy Buboltz reported not all of the expenses have been paid to date. Renee Maeder explained the miscommunication for the centerpieces at the event that will need to be paid for. Joy Buboltz reported the revenue made on the event will be less than last year's total.

Tammy Williams stated the event was fantastic. The Marketing & Branding Committee did a stellar job on the event. However, the Committee could use more manpower that night.

Tammy Koehler asked if there is an opportunity to make revenue on this event for the Chamber to capitalize on. Rob Jensen stated it needs to be determined why we are holding this event. Is it to generate revenue or is a showcase for businesses?

Tammy Koehler thanked the Marketing & Branding Committee for all of their hard work with this event.

**B. Business After Five – Tammy F:**

Tammy Koehler reported that Tammy Fischer informed her that the next Business After Five event will be held on April 11<sup>th</sup> from 5:00 pm – 7:00 pm at Cobblestone Inn and Suites.

Christina Kortnetske reported there may be an overlap of events that day and asked if that was a concern with the Board. Mark Vechart asked if this event would be a conflict for Cobblestone Inn and Suites. Christina Kortnetske stated no.

**C. Web Site Committee – Eric Nies:**

Joy Buboltz reported that Eric Nies sent a report to her and she will email that report to the Chamber Board.

**D. Government Affairs Committee – Tom Kees:**

No report. It was suggested revisiting this Committee in the near future. Rob Jensen suggested a report be given to the Chamber Board when there is an issue of concern.

**E. Business Recruitment Committee – Brad Grant – Fox Cities FIRED UP TEAM – Possible Donation:**

Joy Buboltz the City of Brillion joined the Fox Cities new economic development group for one year at a cost of approximately \$3,100. Tammy Williams stated she will reach out to Shannon Full from the Fox Cities Chamber of Commerce. The Chamber Board was looking for a combined effort to move forward.

Rob Jensen suggested this Chamber do not contribute to the Appleton Regional Partnership since the City already has.

Christina Kortnetske stated there are other avenues to be involved with the Appleton Regional Partnership Group besides just Community Development.

**F. Retail Trade Committee – Mike Buboltz – More Committee Members:**

No report.

**NEW BUISNESS:**

**A. Business Improvement Recognition for Regular Chamber Members:**

Tammy Koehler reported that Kris Bastian brought to the Chamber's attention that according to the Chamber's website, the Chamber has a Business Improvement Recognition program. She asked how this Chamber would choose the business improvement recognition. She stated she personally thinks this Chamber should consider not doing recognition. Tammy Williams stated is if feared that a business may be missed by mistake. Jason Levash agreed since no formal process has been established for business improvement recognition.

Michelle Ruebl suggested creating a formal procedure for business recognition improvement. She suggested that any business that would like to receive business recognition improvement would submit an application for the recognition. This way a business could receive free advertising for the business improvement and would be featured on the Chamber's website having that improvement.

Tammy Koehler suggested having Joy Buboltz create a proposed policy for next month's meeting.

**B. Chamber Bucks Program Review:**

Joy Buboltz explained each year the Chamber Board reviews the Chamber Bucks Program. Rob Jensen asked if the Chamber needs to give a discount to their Chamber members.

**Motion** – Michelle Ruebl moved to eliminate the 10% discount from the Chamber Bucks Policy & Guidelines. Seconded by Rob Jensen.

It was suggested may be advertising Chamber Bucks having a 2%-3% script kick back which would be beneficial to retailers. Michelle Ruebl suggested getting retailers involved with that.

Call vote taken. Motion carried unanimously.

**C. Chamber Health Insurance Benefit:**

Joy Buboltz reported she received a letter from Network Health informing the Chamber that with the changes in the health care reform that allows this Chamber to receive discounted premiums for its Chamber members will expire on June 30, 2013.

Tammy Koehler asked if there are any other insurance companies that would offer discounted premiums to Chamber. Rob Jensen stated no and suggested to wait and see what happens.

Tammy Koehler stated when the 2013 Budget was drafted it was drafted with the assumption of no associate members in 2014.

**D. Next Meeting Date – April 3, 2013:**

The next Chamber Board Meeting will be held on April 3, 2013.

**OLD BUSINESS:**

**A. 2013 Calendar Review:**

Joy Buboltz asked if the Annual Golf Outing will be held again in July. Rob Jensen stated it is hoped to hold the event the last Thursday in July.

**B. Shopko's Request – Letter to DOT to reduce Speed Limit on USH 10:**

Nothing new received from the DOT.

Christina Kortnetske mentioned the DOT analysis is scheduled to be done in spring. Rob Jensen stated according to the DOT website USH 10 is scheduled for some minor changes in 2013. Christina Kortnetske stated her understanding is there may be some drainage issues that need to be looked at in 2013.

Joy Buboltz informed the Chamber Board that the City Officials are not pleased with the lighting along USH 10. The DOT informed the City that if they want additional lighting along USH 10 the City would need to pay the costs to have that lighting.

**C. Community Development Director Position Update/Survey – Tammy William:**

Joy Buboltz reported that City Administrator/Clerk-Treasurer Lori Gosz would like to inform the Chamber Board that the City has conducted interviews for the Community Development Director position and will be making a recommendation for hire to the City Council at its March 25<sup>th</sup> City Council meeting. The position will be 30-32 hours per week.

Rob Jensen stated he asked the City to keep the Chamber Board informed on the hiring of a Community Development Director, which the Board did not receive. Tammy Koehler suggested asking that the City Administrator attend the April Chamber Board meeting.

Concern was expressed on the lack of communication from the City on this. It was stated that the Chamber Board could have assisted the City with the interviewing process.

Michelle Ruebl suggested each member of the Chamber Board attend a City Council meeting. Rob Jensen offered to attend the March 25<sup>th</sup> City Council meeting. It was suggested to add on the Chamber agenda under New Business an agenda item "Develop a Schedule to attend City Council Meetings".

It was stated that there should have been better communication on this issue with the Chamber Board.

**CITY UPDATES/COMMUNICATIONS:**

No report.

**SCHOOL DISTRICT UPDATE – NICK MADISON:**

School Board Member Renee Maeder and District Administrator Nick Madison gave a brief presentation on the school referendum scheduled for April 2<sup>nd</sup>. They explained the proposed changes. The main issues are security and for efficiency will be combining the administrator and secretarial staff into one area.

Renee Maeder explained that open enrollment is a big opportunity for Brillion. The Brillion School District gain more students through open enrollment than we lose. It is important to attract students to the Brillion School District.

Renee Maeder also explained that elementary/middle school building is busy on weekends with tournaments. Our facility needs upgrading.

The cost to the taxpayers with this proposed referendum on a \$100,000 home is approximately \$58 per year. Jason Levash asked if any bonds will expire for the school before that. Nick Madison stated yes, the high school bond will be paid for in 2018. Nick Madison explained the construction costs and interest rates are very favorable at this time.

Rob Jensen asked if there have been discussions on installing a pool at the facility. Nick Madison stated a community survey was done in the past and the survey results showed that 85% respondents did not want a pool at the school.

Jason Levash asked if there will be a gain in square footage. Nick Madison stated yes, approximately 5,000 sq. ft., and a gain in efficiencies. It is also being proposed to move the STEM class to the multi-purpose room.

Tammy Williams commented on the extra cash flow the Brillion School District receives with open enrollment.

Nick Madison stated, if the referendum passes, it is being proposed to start the project once school year is completed.

**ADJOURNMENT:**

**Motion** – Michelle Ruebl moved to adjourn. Seconded by Bill Veit. Call vote taken. Motion carried unanimously. The meeting adjourned at 1:15 pm.

Respectfully Submitted

Joy Buboltz, Secretary/Treasurer – Brillion Chamber of Commerce