

**BRILLION CHAMBER OF COMMERCE
BOARD MEETING MINUTES**

March 7, 2012

The Billy Club

12:00 Noon

CALL TO ORDER:

President Mark Vechart called the meeting to order at 12:00 PM.

ROLL CALL: Present were Tammy Williams, Bill Veit, Mike Buboltz, Tammy Koehler, Rob Jensen (arriving at 12:05 PM), Josie Kilgore, Mark Vechart, Doug Neils (arriving at 12:05 PM), Wayne Volkman (non voting), and Joy Buboltz (non voting). Absent were Eric Nies, Rebecca Flanders, Gary Kabat, and Nick Madison.

GUESTS:

Guests of the meeting were Renee Maeder and Rhonda VandeHey.

APPROVAL OF THE AGENDA:

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

APPROVAL OF MINUTES – FEBRUARY 1, 2012 MEETING:

Motion – Tammy Koehler moved to approve the February 1, 2012 Chamber Board Meeting minutes as printed. Seconded by Bill Veit. Call vote taken. Motion carried unanimously.

SECRETARY-TREASURER REPORT:

Joy Buboltz presented the March 7, 2012 Secretary Report, the March 7, 2012 Treasurer Financial Report, and the current 2012 Chamber Budget to the Board.

Motion – Tammy Koehler moved to approve/accept the March 7, 2012 Secretary-Treasurer Report. Seconded by Mike Buboltz. Call vote taken. Motion carried unanimously.

CITY UPDATES/COMMUNICATIONS – WAYNE VOLKMAN:

Wayne Volkman reported on the following:

- On Sunday, March 18th a promotional ad for the City of Brillion will be placed in the Post Crescent. The ad will feature the City of Brillion being open for business during the USH 10 Reconstruction Project.
- He recently completed an article for the Chilton Times Journal Progress report. The article focused on the recent business and industrial development in the City of Brillion.
- He distributed promotional materials for the Safe Routes to School Program. The next grant cycle will start on March 19th and end May 4th. The City of Brillion will be applying for a grant for the second phase of the Safe Routes to School Program for a walkway to the Fawn Ridge Subdivision. He was informed the grant will be competitive. The City will be applying for an approximate \$200,000-\$250,000 grant for the walkway. In 2013, the City will be applying for a Transportation Enhancement Grant for the box culvert and improvements over Black Creek, located at the Deer Run Golf Course.

- On March 9th he and Park & Recreation Director, Ann Marx, will be meeting with the Shopko Foundation. Shopko Foundation may be willing to assist the City in making improvements at Horn Park, Peters Park, or enhancements to the recreation trail.
- Bids have gone out for the USH 10 Reconstruction Project. According to the current time schedule, the bids for the project should be awarded on March 13th. It is then hoped to hold a meeting the week of March 19th with the affected property owners and business owners in the City of Brillion.
- The Redevelopment Authority Commission is looking at new City street banners for the Downtown District. Any feedback the Chamber Board may have on these street banners would be appreciated. Right now the Redevelopment Authority Commission is looking at a 48" X 24" banner. It is hoped to have the banners hung by Brillion Fest.

Mark Vechart asked if the banners will be hung year round. Wayne Volkman indicated that some of the banners may be hung year round, while others will not. Currently, there is \$5,000 in the City Budget for the street banners. Wayne Volkman distributed samples of the banners and indicated that it appears that the canvas banners are better, weather resistant, than the vinyl banners.

Mark Vechart questioned the fading of the canvas banners. Wayne Volkman explained the current City banners are over ten (10) years old and show minimal signs of fading.

Tammy Williams asked if the City has considered fund raising for the cost of the banners, instead of using City tax dollars. Wayne Volkman stated the Redevelopment Authority Commission hasn't made a decision on that yet. Tammy Williams stated she would like to see good decisions made with these banners. Mike Buboltz suggested shifting the old street banners to other areas in the City. Wayne Volkman indicated that it has been suggested to place Welcome banners along USH 10 once the reconstruction project has been completed. Rob Jensen stated that proceeds from the Chamber Golf Outing could be used for this type of project. Wayne Volkman reported the cost for a 48" X 18" banner, with the required hardware, is approximately \$165. However, the Redevelopment Authority Commission is looking at a 48" X 24" banner so the cost would be somewhat higher. Mark Vechart questioned if there will be issues with hanging these banners since there are already hanging plants and signs on the street poles. Wayne Volkman explained some of the Redevelopment Authority Commission members will be taking a "walking tour" of the downtown area today and reviewing the items already on the street poles.

- Next week Wednesday he will be meeting with Shannon Full from the Fox Cities Chamber of Commerce to discuss the possibility of partnering with the Fox Cities Chamber of Commerce for economic development. They will be meeting with various representatives in the City that day.
- He distributed a copy of a Fox Cities Chamber of Commerce & Industry's "Ignite Fox Cities: A Blueprint for Economic Prosperity" that was recently completed by them.

Tammy Williams questioned the partnering with the Fox Cities Chamber of Commerce since Brad Grant, at the last Chamber Board meeting, discussed the possibility of Calumet County Communitie

partnering with the Manitowoc County Economic Development Corporation. Wayne Volkman stated there are issues with the participation with the Manitowoc County Economic Development Corporation. Presently, only three (3) communities in Manitowoc County participate in the Manitowoc County Economic Development Corporation. These communities are the cities of Kiel, Manitowoc, and Two Rivers. It was suggested waiting to see how the meeting with the Fox Cities Chamber of Commerce goes before making any decisions.

- He will be on vacation from March 16th through April 2nd.

SCHOOL DISTRICT UPDATE – NICK MADISON:

No report since Nick Madison was unable to attend this meeting.

COMMITTEE REPORTS CONT:

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

A. Lunch and Learn Update:

Renee Maeder reported there were 12 attendees at the March 6th Lunch and Learn Program. She expressed concern with the lack of participation by the Chamber members with this Lunch and Learn Program and the last Lunch and Learn Program. She stated the caliber of speakers is great. Somehow we need to make sure there is better attendance at these Programs. She stated she is looking for assistance from the Chamber Board with this.

Renee Maeder explained on April 12th the first of three Leadership Series will be held. The Leadership Series is scheduled solely for mid management and higher level leaders in a business/industry. The Leadership Series discusses management styles. More details on the Series will be coming.

Tammy Koehler asked if the Lunch and Learn Programs are always held on the same day of the week. Renee Maeder stated the Programs are either held on a Tuesday or a Wednesday.

Mark Vechart suggested using Survey Monkey to send out a short survey to see why business/industry representatives are unable to attend these Lunch and Learn Programs. Is it due to wrong time of the day, time commitment, etc.? Rob Jensen stated for some members attending a Lunch and Learn Program is not a priority, since some members work 60-70 hours a week. Wayne Volkman stated even with the Small Business Roundtable Discussion that was held last week attendance by Chamber members was low.

Rhonda VandeHey explained the next Lunch and Learn Program will be held in the fall. Renee Maeder informed the Board that the presenters for the Lunch and Learn Program do not get paid by the Chamber, however, with the Leadership Series the presenter will be paid since the program will be the whole afternoon.

Tammy Koehler asked if this Chamber should invite area Chambers to these programs. Rhonda VandeHey stated that could be done especially with the Leadership Series Program.

B. Report on Wine & Cheese Event held February 11, 2012:

Rhonda VandeHey thanked all of the volunteers that helped that evening. She reported the attendance at the event was approximately the same as last year's event. However, the amount of donations for the event increased and thanked those businesses for their donations. She also reported the Committee watched their expenses this year and doubled the amount of vendors for the event.

Mark Vechart asked if the Chamber pay the vendors for attending. Renee Maeder explained the Chamber only pays for the products used by the vendors.

Rhonda VandeHey informed the Board the Marketing & Branding Committee is looking at doing a coupon sheet next year for the participating vendors.

Rhonda VandeHey also reported the date for the 2013 and 2014 Wine & Cheese Events have already been set, which will be the third Saturday in February of each year.

Mark Vechart questioned the expenditure of \$500 for start up cash. Rhonda VandeHey explained that money was used for door and raffle cash, which that amount was then deposited back into the Chamber's account.

Tammy Koehler expressed concern with vendors not sending representatives for their business at their vendor table. Wayne Volkman stated that was a very busy weekend for some businesses and weren't able to send a representative for the event.

Mark Vechart stated he would like to say "hats off" to the Committee for organizing this event. Mike Buboltz commented on the mixture of people at the event.

2. Business Recruitment Ad Hoc – Brad Grant:

Mark Vechart reported a one question survey was distributed to the membership. It is now unsure if a second survey, with a few more questions, should be sent to the membership. Mark Vechart suggested holding off on sending the second set of survey questions until we see how the visit with Shannon Full from the Fox Cities Chamber goes. The Board agreed.

Tammy Williams asked if anyone has contacted Cristy Stedl to see if she is still interested in being a part of the Business Recruitment Ad Hoc Committee.

3. Business After Five – Tammy F.:

Mark Vechart reported the next Business After Five event will be held in April at Pribbenow Painting.

4. Web Site Committee – Eric Nies:

Joy Buboltz reported that Eric Nies was unable to attend this meeting, but sent her an email with the following report:

- He is about halfway done with the website updates and will continue to work on them. He estimates about 2 – 3 more weeks before all of the items will be completed.

She also reported that she now receives the amount of weekly hits on the Chamber website and will start reporting that information to the Chamber Board.

5. Government Affairs Committee – Tom Kees:

Mark Vechart reported that Tom Kees informed him that an invitation has been sent to the three (3) candidates for the City's two (2) Alderperson positions and the four (4) candidates for the two (2) School Board positions. It was asked of the candidates to respond to Tom Kees by March 13th whether or not they would be able to attend the forum. To date two (2) responses have been received; one (1) candidate is unable to attend due to being out of the state at that time and one (1) candidate will be able to attend the forum. It is hoped to receive more responses soon. He stated the candidates will receive a list of the questions for the forum ahead of time. Right now Tom Kees is organizing a Committee to assist him with putting together a list of questions for the forum.

Tammy Williams stated that if anyone has any questions to let her or Tammy Koehler know.

Joy Buboltz stated she will place the event on the Chamber website.

OLD BUSINESS:

1. Farmers Market – Project Report - Rebecca Flanders:

Mark Vechart reported that Rebecca Flanders was unable to attend this meeting. This item will be placed on the April agenda.

2. Brillion Gateway Sign – South Sign – Update – Tammy Williams:

Tammy Williams reported all of the easements for the current three (3) City signs have been filed. She reported Charlie Pfrang informed her that he will continue to mow the grass by the north sign, as he has done in the past, but will not do any additional maintenance. She contacted the City if they would do any additional maintenance that may be needed. The City informed her they would be willing to do the additional maintenance, if the need arises.

Tammy Williams reported on Thursday at 2:00 PM she and Kris Bastian will be meeting with a representative from United Sign regarding the best location for the south City sign. It has been suggested that the Chamber donate the funds to the City for the south City sign and have the City handle the paperwork and placement of the new south sign.

Mark Vechart thanked Tammy Williams and her Committee for all of the hard work they have done for the new City signs.

Discussion was held on the lighting of the west City sign. Tammy Williams stated she will bring to the next meeting the cost to run electricity to the sign.

Tammy Koehler asked if the issue with the east City sign has been resolved. Tammy Williams stated no. Joy Buboltz will ask the City's Building Inspection the status of this issue.

3. Chamber Disability Insurance Plan:

A. Establish Guidelines – Tammy Williams:

The “Guidelines for Member Benefit Services” for the Brillion Chamber of Commerce was presented to the Board. These are the same guidelines that the Heart of the Valley uses. Mark Vechart noted a few typing errors, which Joy Buboltz stated she will correct.

It was stated with this Insurance Plan it will give a “value added” benefit for our Chamber and with these guidelines it gives this Board flexibility whether or not to support a Plan.

Motion – Tammy Koehler moved to approve the “Guidelines for Member Benefit Services” for the Brillion Chamber of Commerce as presented, with the noted typing changes. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

B. Chamber Endorsement:

Motion – Tammy Koehler moved to endorse the Disability Insurance Plan presented by Greg Steber from Boston Mutual. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

4. 2012 Calendar Review:

Joy Buboltz stated she will continue to update the calendar as events happen. Mark Vechart noted that the Annual Fall Chamber Banquet will be held on October 18th at Cobblestone Creek Dining & Banquet. The guest speaker that evening will be Steve Endries from Endries International.

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

This agenda item was discussed earlier in the meeting.

Tammy Koehler asked if USH 10 in Reedsville was part of this reconstruction project. Wayne Volkman stated no.

Tammy Williams stated it is important that this Chamber do what we can during the reconstruction project. Mike Buboltz suggested posting an “A Frame” sign in construction areas. Josie Kilgore stated their hotels in Rochester and Shawano faced this same type of road construction. She indicated those Chambers worked with the Department of Transportation (DOT) for signage. Mark Vechart stated it is important that all affected businesses go to the upcoming meeting with the DOT so we can work with them. Doug Neils expressed concern with the truck traffic during this project.

Mike Buboltz suggested that the Board delegate money for signage for this project. Josie Kilgore informed the Board that Shawano Chamber did this for their businesses when during their reconstruction project.

NEW BUSINESS:**1. First Dollar Presentation Guidelines – Mark Vechart:**

Mark Vechart stated that a few questions have arisen asking what constitutes a business receiving a First Dollar Presentation. He stated it is important that this Chamber stay consistent with this and that we make sure we do not miss anyone.

Joy Buboltz stated she received some good suggestions for guidelines and will do more research on this. She stated she will then put together a sample guideline for the Board's review at the next meeting.

2. Picture Taking at Chamber Events:

Mark Vechart stated at the last Board meeting it was suggested finding an individual to take pictures at Chamber events. Tammy Williams stated it is up to us to capture the events and is important to find someone. It was suggested that the individual that takes the pictures could receive Chamber Bucks for this.

Mike Buboltz will contact Craig Orth, Joe Behnke, and Brad Grant to see if one of them may be interested in taking pictures for the Chamber during their events.

3. Cost for Leadership Series - \$1,500 – Rhonda VandeHey:

Tammy Williams stated there is frustration with the number of individuals that have been attending the Lunch and Learn Programs. We, as a Board, need to take a stance. The Marketing & Branding Committee does appreciate the support they have been given.

Tammy Williams stated there is \$2,800 in the Marketing portion of the 2012 Chamber Budget that could be used for the cost of the Leadership Series.

4. Sponsorship for Sectional Boys Basketball Game – Radio WQTC Q102:

Joy Buboltz briefly explained the request she received from Radio WQTC for advertising spots for the upcoming Brillion Boys Sectional Basketball game. Rob Jensen suggested that if the Boys Basketball Team would qualify for Madison to make a donation to the team. Tammy Williams commented on how many individuals from Brillion may listen to that radio station. Joy Buboltz stated she feels this type of advertisement should come from individual businesses.

Motion – Rob Jensen moved to give \$500 to the Boys Basketball Team and \$500 to the Girls Basketball Team if either basketball team would make to Madison. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

5. Next Meeting: April 4, 2012:

The next Chamber Board meeting will be held on April 4, 2012 at 12:00 noon at Best Advantage Credit Union.

ADJOURNMENT:

Motion – Rob Jensen moved to adjourn. Seconded by Tammy Koehler. Call vote taken. Motion carried unanimously. The meeting adjourned at approximately 1:10 PM.

Respectfully Submitted

Joy Buboltz

Secretary/Treasurer – Brillion Chamber of Commerce