

**BRILLION CHAMBER OF COMMERCE
BOARD MEETING MINUTES**

November 2, 2011

Best Advantage Credit Union

12:00 Noon

CALL TO ORDER:

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

ROLL CALL: Present were Tammy Williams, Tammy Fischer, Eric Nies, Mike Buboltz, Tammy Koehler (arriving at 12:17 PM), Rob Jensen, Mark Vechart, Gary Kabat, Doug Neils, Wayne Volkman (non voting), Nick Madison (non voting), and Joy Buboltz (non voting). Absent was Rebecca Flanders. Guest of the meeting was Greg Steber from Navigator Planning Group.

APPROVAL OF THE AMENDED AGENDA:

Motion – Rob Jensen moved to approve the amended agenda. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

APPROVAL OF MINUTES – OCTOBER 5, 2011 MEETING:

Motion – Gary Kabat moved to approve the October 5, 2011 Chamber Board Meeting minutes as printed. Seconded by Tammy Fischer. Call vote taken. Motion carried unanimously.

SECRETARY-TREASURER REPORT:

Joy Buboltz presented the November 2, 2011 Secretary Report and the November 2, 2011 Treasurer Financial Report to the Board.

Motion – Rob Jensen moved to approve/accept the November 2, 2011 Secretary-Treasurer Report. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

CITY UPDATES/COMMUNICATIONS – WAYNE VOLKMAN:

Wayne Volkman reported on the following:

- The Brillion City Council will hold a Public Hearing on the 2012 City Budget on Monday, November 14, 2011 at 7:30 PM. The Community Development Budget was cut 3% from last year. It is proposed that the City of Brillion's tax rate will increase from 2011. The City tax rate will remain at \$8.40 per thousand.
- On October 20th and October 21st the City of Brillion received its certification for the Safe Routes to School Grant. The City can now proceed onto the next step which is to contact engineering firms for proposals for construction of the trail to start in the spring of 2012.
- He conducted his Destination Marketing on October 27th.

- The 2nd Annual Taste of Wine & Cheese Event will be held on Saturday, February 11, 2012 from 7:00 pm – 10:00 pm at Cobblestone Creek Dining & Banquet. Notices were sent to vendors and so far the Marketing & Branding Committee has received four (4) commitments. It is hoped to have twenty (20) vendors for the event.
- Shopko Hometown Store will be opening the week of November 14th and will hold a “cold opening” on November 15th. A Ribbon Cutting Ceremony and Grand Opening will be held on November 18th.
- He is continuing to work on business recruitment. His main emphasis has been on filling the soon to be vacant O’Connor Pharmacy site.
- The last day the City will be receiving completed Open Space & Recreation Plan surveys is Friday, November 4th.
- He distributed a copy of the wall murals that was recently completed in the City of Plymouth. The murals were done by the Wall Dogs.

Doug Neils asked what the plans are for the soon to be vacant O’Connor Pharmacy. Wayne Volkman stated it would be a small business and right now the process is in the negotiation stage. He feels that store could be filled soon after it is vacated. Right now he is working with Kevin Beaudou and Dave Tadych on this and is encouraged.

Rob Jensen asked if the Open Space & Recreation Survey was on line at this time. Wayne Volkman stated yes. Rob Jensen asked why there wasn’t space available for residents to voice possible negative comments. Wayne Volkman stated he wasn’t sure why and stated he did not have any input on the survey questions. Tammy Williams asked what type of response the City is receiving on this survey. Wayne Volkman stated to date approximately twenty (20) surveys have been returned which includes the on line responses. Tammy Williams suggested that the Chamber Board encourage their co-workers to complete the survey. Tammy Williams asked what the secret is to having successful surveys. Nick Madison stated to have valid, reliable survey results approximately 400 surveys would need to be completed.

Mark Vechart suggested sending an email to our Chamber membership informing those that live in the City of Brillion limits to complete the survey. Rob Jensen stated with on line surveys it is hard to know where the responses are coming from.

Nick Madison stated it is sometimes a good idea to send direct mailing of surveys to resident homes. He stated the Brillion School District spent approximately \$10,000 on their last survey with the updated school project. Wayne Volkman stated this Open Space & Recreation Plan is being done with the assistance from East Central Regional Plan Commission so there aren’t any out of pocket expenses to the City. Mark Vechart asked if this survey was directly mailed to City residents. Wayne Volkman stated the survey was sent as an insert in the Lake to Lake Shopper.

SCHOOL DISTRICT UPDATE – NICK MADISON:

Nick Madison reported on the following:

- Highlights in the school have been the football games and the upcoming musical.
- As a comment regarding ACT 10, whether it should be or not this ACT is a large issue for those that are working in the School Districts. The Brillion School Board is trying to find ways to compensate their employees since this ACT is quite a change for them. The main change is that there are no longer contracts, but rather manuals. This issue is taking a lot of time and energy.

Mark Vechart asked if there isn't much of a change occurring here in the Brillion School District why are the employees so upset. Nick Madison asked that is a good point. Teachers and staff may feel unappreciated and not supported. The teachers and staff's job performance has not dropped off at all. The goal of this School District is to put out higher work force from our School District.

- Regarding finances and taxes, taxes funds only a small portion of the school's funding. The Brillion School District did cut their spending in the next year's budget.

Tammy Koehler asked what percentage of the graduates of Brillion High School goes onto a post secondary school. Nick Madison stated the percentage is approximately 85% - 90% with approximately 50% going of them onto a four (4) year college.

Nick Madison also noted that as part of the Partners in Education program the teachers this year will be touring the Ariens facility.

COMMITTEE REPORTS CONT:

1. Marketing/Branding Committee Update:

A. Lunch and Learn:

Tammy Williams reported the October 18th Lunch and Learn Program had approximately 15 individuals in attendance. The Marketing and Branding Committee will be meeting again on November 16th and will be setting the Lunch and Learn dates for 2012.

B. Upcoming Projects:

Tammy Williams reported the Marketing and Branding Committee is focusing on the upcoming Wine & Cheese Event to be held on February 11, 2012.

2. Business Recruitment Ad Hoc – Brad Grant:

A. Next Meeting:

Tammy Williams reported she is waiting to hear back from Brad Grant.

3. Business After Five – Tammy Fischer:

A. Upcoming Events:

Tammy Fischer reported the Ariens Company will be hosting the next Business After Five event. Doug Neils stated the Ariens Company is looking at hosting the event the fourth week in January.

4. Web Site Committee – Eric Nies:

A. Website Updates:

Eric Nies reported there have been some changes on the Chamber website.

B. Increasing the Number of Banner Ads on the Website:

Eric Nies reported the banner ads on the Chamber website have been very successful. There is room on the website to increase the number of banner ads to five (5) scrolling ads. Five (5) scrolling ads would not be too many on the website.

Eric Nies also reported the Chamber Board could consider adding a spot on the Chamber website, in the former Spotlight section, where a smaller ad could be placed. Chamber members could advertise on that smaller spot on a monthly basis.

Motion – Mark Vechart moved to increase the number of banner ads on the Brillion Chamber of Commerce website from three (3) to five (5) banner ads. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

Doug Neils stated he would like to make sure that the banner ads don't start looking like "Nascar". Tammy Koehler asked if the scroll time per banner ad would decrease with going to five (5) ads from three (3) ads. Eric Nies stated no. She also stated she would be inclined not do the spotlight area of the website, which was used for promotions. Eric Nies stated the proposed smaller ad would be placed on the lower right hand corner of the home page and would not rotate. Tammy Koehler stated her concern is not to have the Chamber website full of advertising like some websites have.

Mark Vechart stated he noticed on the Member Listing on the website that most businesses/industries have an email address and asked if a link could be placed on that business/industry's email address from the Chamber website to their website. The Chamber could charge a fee for that.

Joy Buboltz suggested reviewing the increase in the number of banner ads on the Chamber website in three (3) months.

Tammy Fischer noted that according to the Business After Five Policy the business/industry that hosts the Business After Five event can place a message on their business in the spotlight area of the Chamber website. If the Chamber Board chooses to allow advertising in that spotlight area the Business After Five Policy would need to be changed. Tammy Koehler suggested moving the Business After Five events to under the "Event" tab on the website.

5. Government Affairs Committee – Topics of Interest:

Tammy Williams reported that Tom Kees will be attending the December 7th meeting.

6. Retail Trade Committee – Mike Buboltz:

Mike Buboltz reported an email was recently sent to the Chamber members on the upcoming holiday promotions. The plan is to run a Christmas promotion the weekend of opening deer hunting. He recently spoke with Kim Simmons (Bullseye Screening Printing) and Collie Thurwatcher (Schroth Floral) and they informed him that for the past few years they ran their own Christmas Open House promotion the weekend of opening deer hunting. That weekend has proven to be successful for them. Based on that information, he is proposing to host the Chamber wide Christmas Open House promotion the weekend of opening deer hunting.

Regarding advertising for that weekend, he spoke with Kris Bastian from Zander Press and she informed him that the advertising for that weekend could be on the front page of the Lake to Lake Shopper or there is an option of a “double truck” ad for the Chamber businesses. The cost for those three (3) pages of advertisement is \$2,400. Mike Buboltz asked if the Chamber Board would be willing to pay for half of that advertisement or \$1,200. Mike Buboltz stated he feels the Chamber should see a good layout in the Shopper with those three (3) pages.

Mark Vechart stated there tends to be a lot of people in the City that weekend. Tammy Williams stated the funds for this request are not in the Chamber Budget for 2011 and suggested that funds be placed in the 2012 Chamber Budget for this promotion. She stated there are funds in the Marketing Account from this year’s budget to cover the cost of that advertisement.

Mike Buboltz also reminded the Chamber Board of the upcoming Santa Scramble that will be held the second weekend in December. He also stated that the Brillion Community Center will be holding the Gingerbread Man Walk/Run that Saturday (December 10th) and stated he will be contacting Brad Grant to see if an event, i.e. Christmas activities, could be scheduled/held at the Brillion Nature Center that Saturday.

Mike Buboltz also stated he would like to bring back the Money Tree Promotion the week of December 10th. A half page advertisement would be placed in the Lake to Lake Shopper informing the public of what businesses will be participating in that promotion.

Motion – Tammy Koehler moved to approve using \$426 from the Chamber’s Marketing Account towards the Money Tree promotion and \$1,200 from the Chamber’s Marketing Account to be used towards the Christmas Open House promotion. Seconded by Rob Jensen. Call vote taken. Motion carried unanimously.

OLD BUSINESS:**1. 2011 Farmers Market - Update:**

Tammy Williams stated she hasn't heard from Rebecca Flanders. So there is no report at this time.

2. Brillion Gateway Signs – North and South:

A. West Sign Light:

Tammy Williams reported she received a quote from Wisconsin Public Service for the lighting of the west City sign. The quote of \$4,753 is less than the original quote received. However, Wisconsin Public Service informed her that since it is considered the "winter construction" time Wisconsin Public Service would need to charge the "winter construction" rates. Based on the information received from Wisconsin Public Service, the lighting for the west City sign would not be done until March 2012.

NEW BUSINESS:

1. Community Development Director Position – Seeking Committee:

Tammy Williams stated she had nothing new to report at this time.

2. Chamber Insurance Plan:

Rob Jensen introduced Greg Steber from Navigator Planning Group. Greg Steber distributed to the Chamber Board a Life & Disability Plan Proposal for the Brillion Chamber Commerce. He stated the insurance plan would be through Boston Mutual Life Insurance Company.

Greg Steber briefly explained the Basic Life & Disability Product Design of the proposal. The plan is available to member companies of the Brillion Chamber of Commerce and would be available as a packaged plan with two (2) options. He explained the minimum group size and that there would be no medical underwriting with this plan. He explained that the group life benefits are portable and also explained the Short Term Disability with the plan. Greg Steber briefly explained the two (2) options with the plan and the costs with the two (2) options. Greg Steber explained the two (2) requirements to enroll with the plan are that the business must be a Chamber member and the employee must be actively working.

Tammy Williams asked if there would be an enrollment timeframe, i.e. 30, 60, or 90 days. Greg Steber stated there is no enrollment timeframe.

Greg Steber stated the Chamber could look at this plan as the same way as the health insurance plan offered to their Chamber members. The Chamber's only job would be to promote the plan and it would be up to the insurance agents to enroll the members.

Tammy Koehler questioned the minimum group size requirement. Greg Steber stated he would contact Boston Mutual to see if he could get the minimum group size requirement waived, for those businesses that have sole proprietorship.

Tammy Williams suggested discussing this at the December Chamber Board meeting.

3. Chamber By-Law Review – Discuss Director Terms:

Tammy Williams explained when the Chamber membership changed the By-Laws in October 2010 that change was not made in the Chamber By-Laws which she will work with Tammy Fischer on. In 2012 there will be one (1) extra Director on the Board, but that number will be corrected in 2013.

Tammy Williams explained that Bill Veit and Josie Kilgore will be the new Chamber Directors in 2012 and will each serve a three (3) year term.

4. Sponsorship for November 5, 2011 Playoff High School Football Game – Radio WQTC Q102:

Joy Buboltz informed the Chamber Board that she received an email this morning from WQTC Q102 informing her that the radio station was unable to raise enough sponsors to do a live play-by-play broadcast of the Brillion Lions November 5th Playoff High School Football game. The radio station is offering to the Brillion Chamber Board the option of ten (10) advertisements for \$95 for that Saturday.

The consensus of the Chamber Board was if the football game would not be aired as a live play-by-play they are not in favor of this proposal. However the Chamber Board did inform Secretary/Treasurer Joy Buboltz that they would pre-approve the cost to advertise for future playoff football games this year, if the radio station would be airing the game as a live play-by-play.

Motion – Tammy Koehler moved to deny the offer of ten (10) advertisements for \$95 for the November 5th Brillion High School Playoff Game since the radio station would not be doing a live play-by-play broadcast of the game, but to pre-approve this expense if there are any future live play-by-play broadcasts for this season Brillion High School football games. Seconded by Mark Vechart. Call vote taken. Motion carried unanimously.

Joy Buboltz stated she will contact the radio station on this decision.

5. 2012 Calendar Review:

Tammy Williams stated the 2012 Calendar is not done at this time, but should be completed by the December Chamber Board meeting.

6. Amount of Chamber Dues for 2012 – Regular and Associate Members:

Joy Buboltz stated according the Chamber By-Laws she needs to mail all Chamber Dues Statements to Chamber Members by December 1st. She asked if the Chamber Board if would like to increase the Chamber Dues amount or keep the same amount as last year.

Motion – Tammy Koehler moved to keep the 2012 Brillion Chamber of Commerce membership dues for Regular and Associate members the same amount as in 2011. Seconded by Rob Jensen.

Mark Vechart stated if the membership dues remain the same there would be value added with the Chamber members having the option of having their website linked from the Chambers website. Eric Nies stated he would rather have the businesses/industries use their logo as a link.

Tammy Williams stated that Chamber members could submit their banner ad request when they return their membership dues form. That way a waiting list could be started for the banner ads.

Tammy Fischer agreed she would to see businesses/industries use their logo to link to their website from the Chamber's website. Tammy Williams asked the cost of this option. Eric Nies stated it would be the cost of Joy's time. Mark Vechart suggested charging \$5 a year to have the business/industries' logo on the Chamber website. Joy Buboltz suggested just having that "perk" as part of their membership dues. Rob Jensen agreed. Joy Buboltz stated she could monitor the time it takes her and report that back to the Chamber Board.

Call vote taken. Motion carried unanimously.

7. Next Meeting: December 7, 2011:

Wayne Volkman reported the City will be hanging their Christmas street lights on November 15th.

Tammy Williams reported the Chamber Board received a Thank You from Janet Buboltz for the flowers she received at the Chamber Banquet.

The next Chamber Board meeting will be held on December 7th at 12:00 noon at Cobblestone Creek Dining & Banquet.

ADJOURNMENT:

Motion – Rob Jensen moved to adjourn. Seconded by Eric Nies. Call vote taken. Motion carried unanimously. The meeting adjourned at approximately 1:15 PM.

Respectfully Submitted

Joy Buboltz

Secretary/Treasurer – Brillion Chamber of Commerce