

**BRILLION CHAMBER OF COMMERCE
BOARD MEETING MINUTES**

November 7, 2012

Brillion Community Center

12:00 Noon

CALL TO ORDER:

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

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

GUESTS:

None.

APPROVAL OF THE AGENDA:

Motion – Doug Neils moved to approve the agenda. Seconded by Eric Nies. Call vote taken. Motion carried unanimously.

APPROVAL OF MINUTES – OCTOBER 3, 2012 MEETING:

Motion – Eric Nies moved to approve the October 3, 2012 Chamber Board Meeting minutes as printed. Seconded by Bill Veit. Call vote taken. Motion carried unanimously.

PRESIDENT’S REPORT:

Mark Vechart reported on the following:

1. He would like to congratulate our two newly elected Board members, Michelle Ruebl and Jason Levash.
2. On Friday he will be meeting with President Elect Tammy Koehler, Past President Tammy Williams, and Chamber Secretary/Treasurer Joy Buboltz regarding the 2012 Budget. Any Board Member with any requests for the 2013 Budget should be given to him before Friday at noon.
3. The October Pink Shirt event for Breast Cancer Awareness was a huge success.
4. Upcoming Events include: The Governor’s Small Business scheduled for November 8th, Free Business Consulting on November 20th, and a new program through the Wisconsin Economic Development Corp called Connect Communities.

Mark Vechart suggested setting up a tab of events on the Chamber website for the month with a link to any upcoming events.

SECRETARY-TREASURER REPORT:

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

Motion – Doug Neils moved to approve/accept the November 7, 2012 Financial Reports. Seconded by Tammy Koehler. Call vote taken. Motion carried unanimously.

COMMITTEE REPORTS:**A. Marketing/Branding Committee Update – Tammy Williams/Wayne Volkman:****1. Lunch and Learn:**

Mark Vechart noted that the last Lunch and Learn Program was cancelled due a lack of attendance.

2. Leadership Series:

No report.

3. February 16, 2013 Wine & Cheese Event:

Wayne Volkman reported so far a total of six vendors have indicated they will return to the Event. Two new vendors to the event will be the Village Hearthstone Restaurant of Hilbert and Roehrborn Meats.

B. Business After Five – Next Event – January 17th- Touch of Tranquility - Tammy F.:

Mark Vechart reported the next Business After Five event will be held at Touch of Tranquility. He also stated that Cobblestone Inn & Suites have indicated they would like to host the April event. According to the Business After Five Guidelines, a business can host a second Business After Five Event if they have made improvements to their business, which Cobblestone Inn has.

C. Web Site Committee – Eric Nies:

Eric Nies stated it is being proposed to create a “Farmers Market” tab on the Chamber website.

D. Government Affairs Committee – Tom Kees:

No report.

E. Business Recruitment Committee – Brad Grant:

Mark Vechart reported that Brad Grant was unable to attend the meeting but informed him that he contacted Calumet County on their efforts for economic development. The County put him in touch with Josh Dukelow, the existing Industry Manager at the Fox Cities Economic Development Corporation. Calumet County has partnered with them and is looking for representatives from cities in the surrounding counties to help with their initiatives.

Tammy Koehler reported that the Fox Cities Economic Development is looking for the City’s larger industries to take an interest in this. They are looking for an opportunity for vendors of these industries to move to our area and are looking at how we can assist them to move here. The Corporation is looking for individuals to sit on the manufacturing committees to inform them what is needed in Calumet County.

F. Retail Trade Committee – Mike Buboltz – Christmas Open House:

Joy Buboltz reported the Chamber of Commerce Christmas Open House is scheduled for November 16th, 17th, and 18th. Mike Buboltz is working with Kris Bastian from Zander Press on the advertising of the Open House, which will also be advertised in surrounding newspapers.

Christina Kornetzke asked how the previous Wine & Cheese events have been advertised. Mark Vechart and Wayne Volkman stated in the local newspaper, fliers, and face book. Christina Kornetzke

asked how many people attended this past Wine & Cheese event. Wayne Volkman stated between 350 and 400.

NEW BUSINESS:

A. Amount of Regular and Associate Chamber Dues for 2013:

Mark Vechart reported he feels the Associated Member dues could dwindle in the future due to Obama Care. This may be a reason why some businesses may not join our Chamber. Right now the Associates Member dues collected are more than the Regular Member dues collected.

Tammy Koehler suggested keeping the Associate Member dues at \$75 for 2013, but increase the Regular Member dues for 2013. Discussion was held among the Board on proposed fees for 2013.

The following was suggested as Regular Chamber member dues for 2013:

- Non-Profit Business or Private Citizen \$ 50.00 (Was \$30.00)
- 1-9 Employees \$100.00 (Was \$75.00)
- 10-49 Employees \$175.00 (Was \$175.00)
- 50-99 Employees \$300.00 (Was \$300.00)
- 100+ Employees \$550.00 (Was \$500.00)

Motion – Christina Kornetske moved to approve the revised Regular Chamber member dues for 2013 as proposed. Seconded by Tammy Koehler. Call vote taken. Motion carried unanimously.

B. Turkey Promotion:

Joy Buboltz reported the Chamber has allotted funds in the 2012 Budget for the annual Turkey Promotion. The Promotion is currently going on. No action needed on this agenda item.

C. Advertisement for “Road Open”:

Mark Vechart reported he received a suggestion that the Chamber place an ad in the Lake to Lake Shopper and the Brillion News once USH 10 is open that “Brillion Is Open for Business Again”. Hopefully this ad will ignite people to come and visit Brillion again.

The cost of a ¼ page color ad is \$235.60 and the cost of a ½ page color ad is \$352.96.

Motion – Tammy Koehler moved to approve a ¼ page color ad, in the amount of \$235.60, announcing that USH 10 is open and Brillion Is Open for Business Again. The ad should be placed in the Lake to Lake Shopper and the Brillion News. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

Christine Kornetzke suggested reaching out to other local Chambers once the ad for the opening of USH 10 is open and ask those Chambers to announce on their website that USH 10 is open.

D. Donation to High School Football Team if they go to State:

Mark Vechart asked if the Brillion High School Football Team would go to State if the Chamber Board would want to make a donation to the School to help defray some of the costs. Nick Madison explained

the main reason for the extra costs with a team going to State is the cost of the band and the cheerleaders also going to State.

Mark Vechart asked if the Chamber Board should consider setting a specific amount of money aside in each year's budget for this. Eric Nies suggested doing a fund raiser among the Chamber members and what is not raised through the fund raising the Chamber would contribute the balance. Nick Madison stated it is the goal of the School District not to ask for donations.

Motion – Eric Nies moved to commit \$500 toward the Brillion High School Football Team, if they go to State, and to solicit from the Chamber members' funds towards that \$500, with the Chamber Budget picking up the amount that may not be raised. Seconded by Christina Kornetzke.

Doug Neils asked what a recognition a Chamber member may receive if they donate towards that \$500. Nick Madison stated any business that would donate towards that \$500 would be acknowledged at the Pep Assembly.

Call vote taken. Motion carried unanimously.

E. Next Meeting Date – December 5, 2012:

Mark Vechart stated the next Chamber Board meeting will be held on Wednesday, December 5, 2012.

OLD BUSINESS:

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

Wayne Volkman reported the City's Board of Appeals approved the Chamber's request for a variance for the installation of a City sign on the south end of the City. The new City sign would be placed on the extreme northwest corner, east side, of the first lot in the Fawn Ridge Subdivision. The property is owned by Steinfest Farms.

B. Farmers Market – End of Season – Michelle Ruebl/Doreen Sutilla/Rebecca Flanders:

No report.

Mark Vechart reported the Farmers Market is closed for the season. A report on the revenue and expenses with this year's Farmers Market will be given to the Chamber Board at next month's meeting.

C. Community Development Director Position Update:

Mark Vechart reported the Sub-committee met to discuss the position. They also met with Shannon Full. There are some items the Sub-committee needed to consider. However, the City was unable to wait for the Chamber's decision. Wayne Volkman reported that he did propose to City Administrator Gosz that he would be willing to work for the City one day a week, once he returns from Florida.

Mark Vechart stated the Chamber Board is unable to make a commitment at this time with some of the unknowns. It has been suggested a survey be sent to the Chamber member to get their input.

Tammy Koehler stated at this time we are unable to assist financially. Wayne Volkman reported the City Council did allocate funds in the City's 2013 Budget for the position.

D. 2012 Calendar Review:

Nothing new on this topic.

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

Wayne Volkman reported he was informed it appears that USH 10 will reopen on November 17th. He also reported that the twice a month meeting with the contractor of the project will no longer be held.

F. Discussion on Promoting Chamber Held Events –Mark Vechart:

Mark Vechart suggested setting up an Ad-Hoc Committee for this.

CITY UPDATES/COMMUNICATIONS – WAYNE VOLKMAN:

Wayne Volkman reported on the following:

- He would like to acknowledge Mark Vechart and Joy Buboltz for the tremendous work on the Fall Banquet. He also felt that Steve Endries did an excellent job.
- He will be distributing the quarterly City Newsletters next week Monday.
- Regarding the City referendum on the Brillion Community Center 79% of the City residents were in favor of continuing the operation of the Brillion Community Center.
- He has three weeks left of employment with the City before he retires.
- He will be meeting with Insight Magazine on Thursday. Insight Magazine will be taking his picture for an upcoming issue which will highlight Brillion.
- City Administrator Gosz has taken over the administration of the Safe Routes to School Grant.

Mark Vechart suggested that the December Chamber Board Meeting be held later in the afternoon. A meeting time of 4:00 PM was chosen.

SCHOOL DISTRICT UPDATE – NICK MADISON – TOUR OF FACILITY:

Nick Madison reported that the Brillion School District mailed a survey to residents of the Brillion School District. The School Board is looking at a possible referendum in April on the K-8 building. So far the School District has received positive responses. Mark Vechart stated this would be time for the School Board to do the proposed project. Nick Madison stated the School Board would like to “lock in” on historical low rates.

ADJOURNMENT:

Motion – Bill Veit moved to adjourn. Seconded by Doug Neils. Call vote taken. Motion carried unanimously. The meeting adjourned at 1:07 pm.

Respectfully Submitted

Joy Buboltz, Secretary/Treasurer – Brillion Chamber of Commerce