

**BRILLION CHAMBER OF COMMERCE  
BOARD MEETING MINUTES**

**October 5, 2011**

**Deer Run Golf Course**

**12:00 Noon**

**CALL TO ORDER:**

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

**ROLL CALL:** Present were Tammy Williams, Rob Jensen, Tammy Fischer, Eric Nies, Mike Buboltz, Tammy Koehler, Mark Vechart (arriving at 12:07 PM), Doug Neils, Paul Nistler (for Nick Madison), Wayne Volkman, and Joy Buboltz (non voting). Absent were Rebecca Flanders, Eric Nies, and Gary Kabat.

**APPROVAL OF AGENDA:**

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

**APPROVAL OF MINUTES – SEPTEMBER 7, 2011 MEETING:**

**Motion** – Doug Neils moved to approve the September 7, 2011 Chamber Board Meeting minutes as printed. Seconded by Tammy Fischer. Call vote taken. Motion carried unanimously.

**SECRETARY-TREASURER REPORT:**

Joy Buboltz presented the October 5, 2011 Secretary Report and the October 5, 2011 Treasurer Financial Report to the Board.

**Motion** – Tammy Fischer moved to approve/accept the October 5, 2011 Secretary-Treasurer Report. Seconded by Tammy Koehler. Call vote taken. Motion carried unanimously.

**CITY UPDATES/COMMUNICATIONS – WAYNE VOLKMAN:**

Wayne Volkman reported on the following:

- October 5<sup>th</sup> is National Walk to School Day.
- He distributed a copy of the Park & Recreation Open Space & Recreation Plan. He reported that the City of Brillion needs to update their 5 Year Park & Recreation Open Space & Recreation Plan. This Plan will need to be adopted by the end of the year. This Plan will allow the City to apply for funding opportunities for next five (5) years. Results from this survey will be available later this year.

Rob Jensen asked if aid is received based on the results of this survey. Wayne Volkman stated no. As part of the program, the City needs to obtain input from the City of Brillion residents.

- Recently, there is been alot of activity at the Shopko Hometown Store. Shopko is hoping to open the week of November 14<sup>th</sup> and is planning on holding their Ribbon Cutting Ceremony on November 18<sup>th</sup>. By October 24<sup>th</sup> there should be merchandise in the store.
- At 3:00 PM today, the new Verizon Wireless store will be presented its First Dollar Certificate by the Chamber.
- Landoll Corporation has recently purchased the old Best Advantage Credit Union facility. This facility will be the home to Brillion Farm Equipment sales, engineering staff, etc.
- The City Council is currently working on the 2012 City Budget. The Community Development's 2012 budget will be seeing a 3% decrease from its 2011 Budget.
- He has recently resubmitted the recertification forms to the WI DOT for the Safe Routes to School Grant. It is hoped to start construction on the walking trail to Trinity Lutheran School in spring.
- He recently worked on the 2012 Calumet County Tourism Guide.
- On October 13<sup>th</sup> the Village of Pulaski and the City of Seymour will be attending the Redevelopment Authority Commission Meeting to participate in a round robin discussion on their downtown redevelopment. The meeting will be held at the Brillion Community Center at 6:00 PM. All Downtown Business Owners will be invited to this meeting.
- On October 20<sup>th</sup> he will be attending the Recapturing Your Downtown Business Conference in Fond du Lac.
- The last week of October he will be conducting his Destination Marketing.
- He is still making contacts with potential businesses.

Tammy Fischer asked if the City had any information on the new business going into the former Express Video store. Wayne Volkman stated he did not have any information at this time, but would contact Al Ebert, the property owner, to obtain information.

Tammy Williams expressed concern with the lack of trees and bushes at the new Shopko Hometown store. Wayne Volkman explained that the Zoning Guidelines were followed, but did agree that it would be nice to have more trees and bushes at the site. Tammy Williams asked if the Chamber Board could "drive" to see more green space requirements in future developments. Rob Jensen stated the Plan Commission reviews the Site Plans and makes decisions on green space. Mike Buboltz stated that businesses located in the Downtown Business District has guidelines and suggested that maybe the green space guidelines in future developments be more structured. Wayne Volkman explained that the Shopko building had to be shifted on the site to accommodate the required detention pond and for the storm sewer lines.

Tammy Fischer asked the status of the K&J structure. Wayne Volkman stated it is his understanding that the K&J structure will be demolished in the near future. At this date no official demolition date has been set.

**SCHOOL DISTRICT UPDATE – NICK MADISON:**

Paul Nistler, High School Principal, reported on the following:

- The Brillion School District started a new program this year called One to One Initiative. With this new program all freshmen received a notebook computer. All future Freshmen classes will also receive a notebook computer. Paul Nistler explained how the notebook computers are being used by the student and stated the program is going well so far. The School District is trying to learn to utilize these notebooks in the classroom as a learning tool.

Mark Vechart asked if the notebooks are being used in place of textbooks. Paul Nistler stated eventually the notebooks will replace textbooks, but explained that textbooks aren't used that much now. At this time math and science classes are using textbooks and other courses are using handouts or computers. At the Elementary School and the Middle School textbooks are being used more.

Mark Vechart asked if the notebooks are set up with restrictions. Paul Nistler stated yes. There are filters at the school that monitor this. However, when the notebook goes home there aren't those filters. This is a concern of the School District. Some students have found a way around the filters.

Tammy Williams asked if a notebook would break what is the cost to the student. Paul Nistler explained that each student, unless the student was on free or reduced lunch fees, was charged a \$50 per year insurance fee on the notebook. The School District did start their own insurance policy for this insurance.

Doug Neils asked if the student must return the notebook to the School District at the end of the school year. Paul Nistler stated yes. The notebook is then cleaned. The student does have the option at the time of their graduation to purchase that notebook.

Paul Nistler stated there is 100% participation with the distribution of the notebooks. He also stated a Freshman student is allowed to bring to school their own laptop or notebook, but few have chosen that option.

Paul Nistler stated the School District is trying to get the teachers to adapt to this new way of teaching.

Mike Buboltz asked is the One and One Initiative Program is County wide. Paul Nistler stated no, but a few schools in the Olympian Conference already have started a program similar to this and other schools are looking at going with this type of program.

- The Brillion School District is looking at changing their Business Education Department. The School District is trying to add a different aspect to the business program by adding a financial and marketing aspect to the course. A DECA

Club has been started by the business classes. He distributed to the Chamber Board sample copies of the brochures the DECA Club members created.

## **COMMITTEE REPORTS CONT:**

### **1. Marketing/Branding Committee Update:**

#### **A. Lunch and Learn:**

Tammy Williams reported the next Lunch and Learn Program is scheduled for October 18<sup>th</sup> at 12:00 Noon at the Brillion High School. The new concealed weapon law will be discussed.

Tammy Williams also reported that the September 13<sup>th</sup> Lunch and Learn Program was cancelled due to low attendance. The Marketing and Branding Committee did review the program content and would like to continue with the Lunch and Learn Program. It is hoped to have 12 attendees at each Lunch and Learn Program. It was felt that the content of the Program drives the attendance.

#### **B. Upcoming Projects:**

Tammy Williams reported the Marketing and Branding Committee will be meeting within the next two (2) weeks. Focus will be on the upcoming Wine & Cheese Event to be held in February. Wayne Volkman stated he has been visiting several businesses for the upcoming event to see if they are interested in being a vendor at the event. He reported that a few vendors from this past Wine & Cheese Event are willing to be a vendor again.

Tammy Williams stated a flyer be sent out in the near future to potential vendors.

The 2012 Wine & Cheese event has been scheduled for Saturday, February 11<sup>th</sup> at Cobblestone Creek. Future Wine & Cheese events will then be held on the fourth Tuesday of February each year.

### **2. Business Recruitment Ad Hoc – Brad Grant:**

#### **A. Next Meeting:**

Tammy Williams reported that Brad Grant is working on scheduling the next Business Recruitment Ad Hoc Committee meeting.

### **3. Business After Five – Tammy Fischer:**

#### **A. Upcoming Events:**

Tammy Fischer reported the last Business After Five event was held on September 22<sup>nd</sup> at Groskopp Chiropractic. She stated that she was not please with the attendance number for the event and stated it seems that attendance at these events is declining and asked the Board why that may be. She asked if Business After Five events should not be held quarterly.

Rob Jensen stated he has heard from former Board members that venue drives the attendance number. Tammy Williams stated she feels it is important to continue with the Business After Five events. Tammy Fischer informed the Board that she has businesses that would like to host an event. Tammy Williams suggested setting concrete dates in 2012 when a Business After Five event would take place and then review this again in 2013. Rob Jensen suggested being careful on telling a business how many attendees may be at the event.

Tammy Fischer stated she will work on setting Business After Five dates for 2012 events.

Tammy Koehler stated the reason why she joined this Chamber of Commerce was due to the Business After Five events. To her it was a way to network with other businesses in the communities. Tammy Williams suggested to the Board Members that if, as a representative from the business, is unable to attend a Business After Five event to ask a co-worker to go in their place.

#### **4. Web Site Committee – Eric Nies:**

##### **A. Website Updates:**

Joy Buboltz reported that Eric Nies informed her that he was unable to attend this meeting, but asked her to report the following for him:

“I’m working with Renee Maeder to get some of the aesthetic changes done – revamping some of the colors to make things look more eye-catching. Updating has been slower due to schedule changes/pregnancy leaves at the office. I will know my schedule for updating better within the next week”.

Tammy Williams stated the goal was to launch the revised website at the Chamber Banquet. Tammy Koehler asked if there have been enough changes on the website to show the Chamber members those changes. Mark Vechart suggesting presenting a quick site tour of the Chamber website. Tammy Williams stated a quick presentation will be given at the Chamber Banquet on the Chamber’s website.

#### **5. Government Affairs Committee – Topics of Interest – Survey Monkey:**

Tammy Williams reported that Tom Kees will be attending the December 7<sup>th</sup> to discuss this. Tom Kees mentioned to her that if any member has a topic of interest to let him know and he would research that topic.

#### **6. Retail Trade Committee – Mike Buboltz:**

Mike Buboltz stated the plan is to run a Christmas promotion the first week in December instead of Black Friday. The Christmas promotion will run either three (3) or four (4) days that weekend. His plan is to send an email to the Chamber members to request participation in the promotion. He is also working with Kris Bastian from Zander Press on the costs for advertising this promotion.

**12:55 PM – Paul Nistler left the meeting at this time.**

Rob Jensen expressed concern with only one (1) retail business representative on the Chamber Board. Mike Buboltz stated that Chambers assist retailers in promoting their business. Tammy Williams stated it is important to recruit retail business representatives to this Board. Doug Neils suggested placing wording in the Chamber's By-Laws to drive this. Mike Buboltz stated it is important to have different "mixes" in a Chamber Board.

Mark Vechart suggested creating a one (1) page newsletter stating the important events coming up within that week. Tammy Williams stated it is hoped to put that type of information on the Chamber's website. Tammy Koehler suggested that each Board Member contact three (3) non Chamber businesses and try to recruit them to join this Chamber.

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

Tammy Williams stated that Rebecca Flanders was unable to attend this meeting but did inform her that she is planning to visit the Farmers Market in Appleton and Green Bay. Rebecca asked that if any Chamber Board member has any questions on the Farmers Market to contact her.

Mark Vechart asked if there are the same number of vendors at this year's Farmers Market as last year's. Tammy Koehler stated she thought there may have been a few more vendors last year. Mark Vechart noted that he did not notice as much activity at this year's Farmers Market as compared to last year.

Tammy Williams suggested that the Farmers Market could sponsor a recipe each week/month in the Brillion News. Wayne Volkman noted that the Farmers Market banner was not displayed this year. Tammy Williams suggested that Rebecca could check with the City to see if banners for the Farmers Market could be displayed on the City's street poles.

**2. Brillion Gateway Signs – North and South:**

Tammy Williams reported as far as the north sign, we are just waiting for Gittner Concrete to do the concrete work. Tammy Koehler questioned the status of the easement documents. Tammy Williams stated that Tammy Fischer and Keith Ondrasek are currently working on the required documentation.

As far as the south sign, Tammy Williams reported that sign will be a 2012 project.

**3. Annual Banquet – October 6, 2011:**

Tammy Williams reported that iCanConserve has donated a cake for the banquet and has also donated \$200 towards the door prizes.

**A. Board Candidates:**

Tammy Williams reported that Josie Kilgore and Bill Veit are both running as candidates for the Chamber Board. Two (2) positions will be open on the Board. There will be a place left on the ballot sheet for a write in candidate if any member so chooses to write in a name.

**B. President Elect:**

Tammy Williams reported that Tammy Koehler has accepted the President Elect position for 2013.

**4. Results - Homecoming Windows Judging:**

Joy Buboltz reported the Sophomore Class was the winner of the Homecoming Window judging and received a check of \$75 from the Chamber. Second place went to the Senior class, third place went to the Junior class, and fourth place went to the Freshman class. The Senior class, the Junior class, and the Freshman class each received a check of \$25 from the Chamber.

Joy Buboltz also reported that a thank you was received from the classes for the prizes.

**NEW BUSINESS:****1. Community Development Director Position – Seeking Committee – Thoughts?:**

Tammy Williams stated she is looking for four (4) or five (5) individuals that would be willing to serve on a Committee regarding the Community Development Director position. Anyone interested in serving on that committee should contact her.

Wayne Volkman suggested having a representative from Calumet County Planning Department or a representative from East Central Regional Plan Commission also serve on that Committee.

**2. Next Meeting: November 2, 2011:**

The next Chamber Board meeting will be held on November 2nd at 12:00 noon at Best Advantage Credit Union.

**Adjournment:**

**Motion** – Rob Jensen moved to adjourn. Seconded by Tammy Fischer. Call vote taken. Motion carried unanimously. The meeting adjourned at approximately 1:20 PM.

Respectfully Submitted by:

Joy Buboltz

Secretary/Treasurer – Brillion Chamber of Commerce