

**BRILLION CHAMBER OF COMMERCE  
BOARD MEETING MINUTES**

**September 7, 2011**

**The Billy Club**

**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, Rebecca Flanders, Tammy Koehler, Mark Vechart, Gary Kabat (arriving at 12:07 PM), Doug Neils, and Joy Buboltz (non voting). Absent were Rob Jensen, Nick Madison, and Wayne Volkman.

Guest of the meeting was Bob Hernke from Wisconsin Public Service iCanConserve Project.

**APPROVAL OF AGENDA:**

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

**APPROVAL OF MINUTES – AUGUST 3, 2011 MEETING:**

**Motion** – Mark Vechart moved to approve the August 3, 2011 Chamber Board Meeting minutes. Seconded by Tammy Fischer. Call vote taken. Motion carried unanimously.

**SECRETARY-TREASURER REPORT:**

Joy Buboltz presented the September 7, 2011 Secretary Report and the September 7, 2011 Treasurer Financial Report to the Board.

**Motion** – Tammy Fischer moved to approve/accept the September 7, 2011 Secretary-Treasurer Report. Seconded by Tammy Koehler. Call vote taken. Motion carried unanimously.

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

Joy Buboltz stated that Community Development Director Wayne Volkman was unable to attend this meeting and distributed to the Board a Memorandum from Wayne Volkman and a City of Brillion Pocket Folder with the new Chamber sticker placed on that folder.

Tammy Williams stated the City Pocket Folders with the Chamber sticker will be used by the Marketing and Branding Committee to be given to local businesses.

**SCHOOL DISTRICT UPDATE – NICK MADISON:**

Joy Buboltz stated that Nick Madison was unable to attend this meeting and did not have a report for the Board.

**COMMITTEE REPORTS CONT:****1. Marketing/Branding Committee Update:****A. Lunch and Learn:**

Tammy Williams stated the first Lunch and Learn Program is scheduled for September 13<sup>th</sup>. Andy Schneider from Unity Financial will be presenting a program on long term care. She stated the Marketing and Branding Committee is working on “lining up” programs for 2012 and will be launching it at the upcoming Chamber Banquet.

**B. Upcoming Projects:**

Tammy Williams reported on the following projects the Marketing and Branding Committee is currently working on:

- The upcoming October 6<sup>th</sup> Fall Chamber Banquet
- Kicking off the 2012 Wine & Cheese Event.

Tammy Williams stated that Lisa White is presently on maternity leave and Rhonda Van de Hey will be chairing the Marketing and Branding Committee in her absence.

**C. Chamber Mission Statement Update:**

Tammy Williams presented to the Board two (2) proposed Mission Statements for the Board’s review. She gave an insight on how these two (2) proposed Mission Statements were drafted by the Marketing and Branding Committee.

Mike Buboltz suggested combining the two (2) proposed Mission Statements into one (1) Statement. Tammy Williams asked if the Chamber will be promoting businesses or the community with the proposed Mission Statement. Tammy Koehler stated the two (2) Mission Statements presented to the Board at this time she feels states two (2) completely different things. Mike Buboltz stated he feels first and foremost a Chamber of Commerce promotes businesses. Tammy Koehler proposed a Mission Statement that states “promoting business through growth, development, leadership, and education”. Mark Vechart stated he feels the Mission Statement should focus more on businesses than community. Doug Neils stated he feels we promote our community through our businesses and a strong community comes from strong businesses in the community. Gary Kabat asked if the Chamber Board is looking at promoting businesses or the community. It was suggested having a Mission Statement stating “promoting the community and businesses through growth, development, leadership, and education”.

Tammy Fischer stated she feels the Chamber’s Mission Statement should only address the business aspect. Eric Nies agreed and feels the Statement should be more business oriented.

A Mission Statement stating “promoting business through growth, development, leadership, and education” was suggested. Tammy Koehler suggested grouping the words “growth and development”. Tammy Fischer suggested removing the word “leadership” from the proposed Statement. Mark Vechart stated with the proposed

Statement it would be promoting business growth through leadership, development, and education. Tammy Fischer stated the Statement may portray at only looking at local businesses and not new businesses.

Mark Vechart suggested the following Mission Statement “Promoting Business Development through Growth, Leadership, and Education”. Tammy Williams stated that growth in the Mission Statement would be part of business retention. Tammy Koehler stated she feels that the leadership piece in the Statement reflects our business owners as the leaders in our community

**Motion** – Doug Neils moved to approve the following statement “Promoting Business Development through Growth, Leadership, and Education” as the Brillion Chamber of Commerce’s Mission Statement. Seconded by Mark Vechart. Call vote taken. Motion carried unanimously.

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

### **A. Next Meeting - September:**

Tammy Williams reported she is waiting to hear from Brad Grant when the next Business Recruitment Ad Hoc Meeting will be held.

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

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

Tammy Fischer reported that the next Business After Five event will be held on September 22<sup>nd</sup> at Groskopp Chiropractic. The Ariens Company is looking at hosting the next Business After Five event, possibly in January. Eric Nies will set up the “Chamber Spotlight” icon on the Chamber website to host information on Groskopp Chiropractic in that Spotlight.

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

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

Eric Nies stated he has no updates at this time. He stated with the proposed Banner Ad Guidelines that should help move along the banner ads deadline date for those businesses/industries wanting to advertise their business through the Chamber website’s banner ads.

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

Tammy Williams reported she will be working with Tom Kees on this.

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

Mike Buboltz stated he has nothing new to report at this time.

## **OLD BUSINESS:**

### **1. Strategic Planning:**

Tammy Williams stated with the finalizing of a Chamber Mission Statement we can now move onto the next “leg” of planning.

**2. Golf Outing – July 28, 2011 – Deer Run – Final Totals:**

Joy Buboltz reported that the golf outing had a record year of a net profit of \$4,123.00. Tammy Williams stated after a few more golf outings the Chamber Board can then redistribute the golf outing profits towards a different project, i.e. banner ads in the City. Tammy Williams stated it is being suggested to replace the current street banners since the current banners are smaller in size.

**3. 2011 Farmers Market - Update:**

Rebecca Flanders stated this year’s Farmers Market is a little slower than other years, but we are still doing well compared to other communities’ Farmers Market.

Mark Vechart asked how the Farmers Market north of the City was doing. Tammy Williams stated the owner of that facility added signage in that area, but she hasn’t seen much activity there. Rebecca Flanders stated she feels that owner wanted her to move the City’s Farmers Market to that facility.

Tammy Williams informed the Board there has been a change in the handling of the Farmers Market. The central funds for the Farmers Market will now be run through Secretary/Treasurer Joy Buboltz.

**4. Brillion Gateway Signs – North and South - Costs:**

Tammy Williams reported she was recently informed by City Administrator Gosz that the east City sign was placed in the road right-of-way by a few inches. The State has given the City until December 2015 to move the sign. The City’s Building Inspector will be contacting the State to see if the City can obtain a waiver so the sign can remain where it is.

As far as the north sign, Tammy Williams reported no permits are needed from Calumet County to install the sign, since the new sign will be in the same location as the present City sign. Calumet County Highway Department has marked the location area for the new City sign. It is hoped to install the north sign yet this year.

As far as the south sign, Tammy Williams reported that sign will be installed sometime in 2012. United Sign will give their opinion on where they feel the south City sign should be placed.

**5. Partners in Education (PIE) Update:**

Tammy Williams reported the three (3) winners were notified; Cheryl Kittel, Sue Schwantes, and Ryan Peterson. All three (3) winners informed her that they will be attending the banquet.

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

Tammy Williams stated according to the Chamber By-laws a President Elect needs to be determined by the Annual Banquet. Any Board Member interested in the President Elect position should contact her by email.

Tammy Williams reported that two new (2) Board members will need to be elected at the annual banquet. Any current Board member who knows of any individual interested in running for as a Board member should let her know by email. Mike Buboltz suggested contacted Josie Kilgore from Cobblestone Inn and Suites to see if she is interested in running for a Board member position. Bill Veit's name was also suggested as a possible Board member.

Tammy Williams informed the Board that the Marketing and Branding Committee would like to see the Chamber Board members wear the new City/Chamber Logo wear to the banquet. Tammy Williams stated any Board member wishing to place an order for the logo wear should have their order to Joy Buboltz by September 13<sup>th</sup>.

**NEW BUSINESS:****1. Judging Homecoming Windows:**

Joy Buboltz stated last year she was contacted whether or not the Chamber will be judging the Homecoming Windows and Boards as was done in the past. A group of individuals then judged the windows and boards and a check prize was given to the first place class in the amount of \$75 and the other classes received \$25 each. She asked if the Chamber Board would like to continue with this judging. She stated funds haven't been placed in the current budget for this, but the funds could be taken from the miscellaneous account.

Tammy Williams suggested contacting Zander Press for acknowledgement of this judging. Joy Buboltz stated she will contact Donna Van Lanen from the Brillion High School and will also contact Kris Bastian from Zander Press informing them of event.

**Motion** – Mark Vechart moved to have a committee representing the Brillion Chamber of Commerce judge the Brillion High School Homecoming Windows and Boards and give to the first place winning class a check of \$75 and the remaining classes \$25 each. Seconded by Doug Neils. Call vote taken. Motion carried unanimously.

**2. iCanConserve:**

Tammy Williams introduced Bob Hernke from Wisconsin Public Service iCanConserve Project to the Board. Bob Hernke stated that a more formal presentation on this project will be given to the Chamber Members at the annual banquet.

Bob Hernke reviewed with those present where the Project is at this time. He explained the City of Brillion was chosen as a test pilot for the project back in October of 2009. Since then they have expanded this program to other communities.

Bob Hernke explained that to date there is a 45% overall participation from the City of Brillion residents and businesses. If the City were to reach a 60% participation rate the Brillion Public Library would receive a solar system. Mark Vechart asked what involves in participating in the project. Bob Hernke stated a resident/business would sign up on the iCanConserve website and would take the pledge. He stated Wisconsin Public Service is looking for testimonials from individuals who have taken part in the program. Wisconsin Public Service will be advertising more in the local newspaper regarding this program to try to have more residents/businesses participate in the program.

Bob Hernke reviewed the overall savings that the City of Brillion residents/businesses have seen with this program. The overall dollar savings is \$65,538. The kilowatts saved equals' approximately twenty (20) homes worth of electricity that have been taken off of the system. Bob Hernke stated that once a home/business signs up for the program that home is monitor for savings.

It was asked how the overall response has been to this program. Bob Hernke stated that right now he feels it is right on track, however feels the response will increase with more promotion of the program. Bob Hernke informed the Board of some of the upcoming advertising they will be doing with this program, i.e. Energy Awareness articles in the Brillion News, Hardware Store Event in October/November, a Grocery Store Event in November, and the bringing in of the new Chevy Volt for a demo.

Tammy Williams stated in the past units were sent home with students. Bob Hernke stated iCanConserve will continue working with the K-12 students.

Tammy Koehler asked Bob Hernke is there anything the Chamber of Commerce can do to assist with this program. Bob Hernke stated any testimonials or the taking of the iCanConserve Pledge would be helpful.

### **3. Community Development Director Position – Replacement for Wayne Volkman:**

Tammy Williams stated she recently met with City Administrator Gosz regarding the Community Development Director position. It was discussed creating a committee of City Representatives and Chamber Representatives for the position. She stated currently Wayne Volkman works 30-32 hours per week at an annual salary of approximately \$26,000.

Tammy Williams reported it was discussed sharing the Community Development Director position with the Chamber, but the City needs to know how much support there is for this position to become full time. It was discussed that the position could be program driven and the position could be paid by programs. It was asked the sustainability of the position. Tammy Williams asked how much can the Chamber of Commerce invest in that position.

Tammy Williams stated it was suggested reaching out to the Economic Development Corp to see if there is a benefit to that and to see if the position could be funded by the Corporation in the Chamber. It will need to be determined what the City and the Chamber is looking for from the position and the hours needed for the position.

Rebecca Flanders stated she would be willing to part of the Committee reviewing the position.

**4. Review Chamber By-Laws for Possible Changes:**

Tammy Williams stated each year the Chamber Board needs to review the Chamber By-laws. It was noted that in the By-laws the nonvoting position of the School Superintendent is missing. At this time that is the only change needed.

**Motion** – Tammy Koehler moved to approve the change to the Chamber of Commerce By-laws by adding the nonvoting position of the School Superintendent to the By-laws. Seconded by Eric Nies. Call vote taken. Motion carried unanimously.

**5. Chamber Banner Ad Policy:**

Eric Nies stated a guideline needs to be set for the Chamber Banner Ads on the Chamber Website.

**Motion** – Eric Nies moved to approve the Chamber Banner Ad Policy as printed. Seconded by Tammy Fischer. Call vote taken. Motion carried unanimously.

**6. Next Meeting: October 5, 2011:**

The next Chamber Board meeting will be held on October 5th at 12:00 noon.

**Adjournment:**

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

Respectfully Submitted by:

Joy Buboltz

Secretary/Treasurer – Brillion Chamber of Commerce