

**BRILLION CHAMBER OF COMMERCE  
BOARD MINUTES**

**May 21, 2014**

**Village Hearthstone -Hilbert**

**12:00 PM**

**1) CALL TO ORDER:**

Christina Kornetzke called the meeting to order at 12:08 PM.

**ROLL CALL:** Present were Christina Kornetzke, Tammy Koehler, Bill Veit, Jennwifer Kolberg, Jason Ruebl, Todd Brehmer, Doug Niels, & Mark Vechart. Also present were and Michelle Ruebl & Justin Linzmeier (non-voting). Absent were Nick Madison (non-voting), Jason Levash, and Gary Kabat. Guests in attendance were Paul Nistler & Pete Kittel –Brillion Public Schools

**2) APPROVAL OF THE AGENDA:**

**Motion** – Jason Ruebl made Motion to Approve Agenda. Seconded by Doug Niels. Call vote taken. Motion carried. Agenda Approved.

**3) APPROVAL OF MINUTES –April 16<sup>th</sup>, 2014 Chamber Board Meeting.**

**Motion** –Louis Kohlberg made motion to approve Minutes. Seconded by Bill Veit. Call vote taken. Motion carried unanimously.

**4) PRESIDENT’S REPORT:**

Christina Kornetzke mentioned that the room tax will be reviewed by Justin. May 27<sup>th</sup> is a City Board meeting on the room tax coming up. She encourages chamber board members to attend.

**5) SECRETARY-TREASURER REPORT:**

Michelle Ruebl presented the April 2014 Secretary and Treasurer Financial Report. Mark Vechart asked about the 1099 payments. Michelle stated that this is how it shows up on the monthly statements and are payroll related. Tammy Koehler recommends that it be clarified as payroll instead.

**Motion** –Jason Ruebl made a motion to approve/accept the Secretary and Financial Reports. Seconded by Doug Niels. Call vote taken. Motion carried unanimously.

**6) New Membership Approvals**

New members were introduced: Unishippers of Green Bay, All Brands –VanVreede Serv, Inc (Neenah), Mount Tabor Center (Menasha), Kuehl Electric Inc (Neenah), Van’s Septic Service (Kaukauna) (all from the associate membership upgrades). Also: Romenesko Family Dentistry Brillion LLC

**Motion** –Jason Ruebl made a motion to approve/accept the New Members . Seconded by Doug Niels. Call vote taken. Motion carried unanimously

**11) SCHOOL DISTRICT UPDATE – Paul Nistler and Pete Kittle :**

Common Core are Benchmarks. High school has raised their standards. May be good politically. Will be stressful. Kittle does have concerns that there may be too many (tests). Testing as a county is due to needing accountability. Nistler feels the testing may be too much. Mixed classes could have struggles when many students are out due to testing. ACT –aspired company. Explore was optimal testing for freshman. The plan was for sophomores. Brillion did The Plan, but split them up. Some got ACU Placer instead (geared towards technical kids). Fresh Aspire – Sophomore and Juniors. If you really want to

know how CCSS works, need to wait about 8 years. What is career ready? Many skills are learned as if a 4 year college. Tammy Koehler asked “how will an average kid be handled? Schools have options to help students who are struggling. They will still get tested. Some kids will excel, some meet and some will struggle. Louis Kohlberg shared her personal experience and her concerns over stress on the tests. Christina Kornetzke is concerned over separation and segregation of the students based on these new requirements. If they are separated into classes to give the support needed, when doing this it creates a social separation. Finland has one of the top education systems. They do not test. Todd Brehmer asked if Common Core and No Child Left Behind are related? It was explained that Race to the Top was also a way to hold schools accountable. Tammy Koehler’s right and choice is to not test her kids ever. A standard is good, but to expect everyone to be at the same level prevents children from becoming a rising start. Nistler says standards will bring more level nationwide. These standards do break down each grade level to know what they need to know. Persuasive essays become available in high schools. It’s the teachers who choose which is allowed and what can be used for topics. Jason Ruebl asked what exactly are we being asked of as a Chamber? Paul & Pete’s understanding is that they are here just to share more information. Overall the standards are a good thing. Pete Kittel said the standards, testing and curriculum are 3 separate things. Even if CCSS are not adapted by a school, testing will still be required. Michelle Ruebl asked about what happens if the kids are opting out of the tests. Nistler said it will hurt the school. Funding should not be hurt directly, but the credibility of the school could cause lower enrollment numbers. Mark Vechart mentioned how can one measure if one does not test? How do you see if a student is underperforming or how the schools are doing?

#### **8) COMMITTEE REPORTS:**

**A. Business After Five:** Bakkhei and Calumet County Bank-Sherwood Office have inquired.

**C. Golf Outing Update:** Committee is working on the event

#### **9) NEW BUSINESS:**

**A. Next Meeting Date:** June, July and August have several hotel openings so her time will be an issue as traveling will be required. Christina recommends holding off on board meetings for the summer and resuming in August. Todd Brehmer asked if by-laws require monthly meetings, if not this is fine.

**Motion** –Doug Niels made a motion to approve/accept the New Members . Seconded by Bill Veit. Call vote taken. Motion carried unanimously

**B. Website-** tabled due to time.

**C. Scholarship Committee** – Michelle Ruebl stated that a scholarship was approved last month, but a committee was not created. Justin Linzmeier, Louis Kohlberg & Todd Brehmer volunteered to be on the committee

**D. Optimist Parade/Brillionfest** -Michelle Ruebl mentioned that this is not on the calendar. She posed the question if a month prior this should be brought up to discuss for possible involvement each year. It was mentioned that we do donate yearly, to check the budget.

#### **10) OLD BUSINESS:**

A. **Room Tax Update:** See Justin Linzmeier's update

**B. Farmer Market Sponsorship Update:**

Question posed is if there is a liability involvement if we are their sole sponsorship. Tammy Koehler concerned about the image if it remains under the chamber. Justin Linzmeier stated that a presentation was made to the RDA and they did not have an entity yet. Todd Brehmer stated we can email vote for an approval to be a sponsor but not until we see an entity filing and a list of other sponsors they have. The board will decide at that time.

**C. Policy Updates : First Dollar Presentation, Partner's in Education & Business After**

**Five** First Dollar Presentations were discussed as to whether all are being presented.

Recommendation to create an application and change procedure was made. Michelle will revise and re-present. **Motion** – Bill Veit made a motion to approve First Dollar Procedure. Mark Vechart second the motion. Roll call made. Motion approved. Discussion started on the Business After Five. Todd Brehmer asked what the objective is. Matt VEchard stated it is how we can learn what the other business are doing. Christina Kornetzke stated members are invited. We only do our part as procedure shows, but if they want to expand the event at their own expense and/or work with other Chambers. Todd Brehmer is unsure how this will benefit the chamber if his clients are invited to the same event. Mark Vechart stated that it is still a networking opportunity.

**D. Speaker for Fall Banquet** - Michelle reminded the board to think of a speaker for \ Fall Banquet

**11) City–Justin Linzmeier**

Justin brought a pack of information on the room tax to share with everyone. The next meeting is coming up this next Tuesday at 6pm. He is asking for a show of support. Budget is done. 4% would be approximately \$12,000 based off of last years numbers. 70%, approximately \$9000, can go towards tourism, etc. We might see \$4,000- \$5,000 yet this year depending on implementation. There are several magazines that would be good advertising resources for big tourist style events. The process is that once approved, it then goes to the public and could be voted on for full approval in July. It is collected quarterly and held in a separate account. Monies should be available by January or February 2015.

Some other focal points are in the Fox Cities Magazine, worth the Drive Issue. The city is getting a new website. Adopt A Flower was positive. Family Dollar is closing. There are 370 stores closings and 6 were in Wisconsin. They have a potential tenant for the whole building. Pumpkin Walk at the Nature center will have shuttling from down town.

**ADJOURNMENT:**

**Motion** Bill Veith moved to adjourn. Seconded by Doug Neils. Call vote taken. Motion carried unanimously. The meeting adjourned at 1:40pm

Respectfully Submitted

Michelle Ruebl, Secretary/Treasurer – Brillion Chamber of Commerce