

**BRILLION CHAMBER OF COMMERCE
BOARD MINUTES**

November 19th, 2014

Hopscotch Café & Lounge

12:00 PM

1) CALL TO ORDER:

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

ROLL CALL: Present were Tammy Koehler, Bill Veit, Todd Brehmer, Gary Kabat, Jennifer Kolberg, Jason Ruebl & Mark Vechart. Also present were and Michelle Ruebl, Bonnie Olson, & Cheryl Welch. Absent were Doug Neils & Jason Levash

2) APPROVAL OF THE AGENDA:

Tammy Koehler is requesting Cheryl Welch be moved to #7 spot due to another commitment Cheryl has.

Motion – Bill Veit made Motion to Approve Agenda. Seconded by Gary Kabat. Call vote taken. Motion carried. Agenda Approved.

3) APPROVAL OF MINUTES –October 15th, 2014 Chamber Board Meeting.

Motion –Bill Veit made motion to approve Minutes. Seconded by Jason Ruebl. Call vote taken. Motion carried unanimously.

4) PRESIDENT’S REPORT:

Tammy Koehler addressed all of the year’s accomplishments. The committee involvement, Chamber Banquet work, payroll committee, budget committee, update on website and on financial systems. The board excluding Jason Ruebl voted to give a bonus for all of the extra time volunteered for the year to Michelle’s November payroll. It’s a one-time only and will not occur in future years. Michelle Ruebl was very surprised and shared her gratitude. .

5) SECRETARY-TREASURER REPORT:

Michelle Ruebl presented the October Secretary and Treasurer Financial Report. A letter from Tina Murkowski at Brillion Public School and a Thank you card from Marcia Wendt at Trinity Lutheran school were passed around thanking the Chamber for the Partner in Education Rewards.

Motion –Mark Vechart made a motion to approve/accept the October Secretary & Financial Reports. Seconded by Jason Ruebl. Call vote taken. Motion carried unanimously

6) New Membership Approvals Hopscotch Lounge & Cafe.

Motion– Todd Brehmer made a motion to approve Hopscotch Lounge & Café’s membership. Seconded by Mark Vechart. Call vote taken. Motion carried unanimously.

10) City Updates - Cheryl Welch – Cheryl is in the process to define structure for planning commission – change perspective to planning for the city rather than just budgeting updates. To be proactive rather than reactive. Looking at how to effective plan for the city and gather the resources for such. One goal is to look at the empty buildings and work on a better plan for these buildings such as a niche or shopping. This may bring more sales to Brillion and to the existing places like Shopko, Dollar Store, EconoFoods, etc. Possibly look at getting other businesses into the larger buildings by separating

them out into the smaller sections. Cheryl is trying to partner with the building owners to keep and rent out rather than sell. She will work with the planning commission to develop. Some ideas would be candle makers, quilts, etc...these are already here in Brillion. Our employment status increases from these small companies. Book Stores, antiques, etc. Todd Brehmer asked what the city has for future plans. Cheryl mentioned we need affordable housing for the city to grow. Tammy Koehler mentioned how Sherwood grew recently. Brillion is not too far from the Fox Valley. Cheryl is very open to ideas to integrate into a plan. City wants to work with the Chamber to engage the businesses in the planning and developing of the city. Need to protect the existing businesses while growing.

7) COMMITTEE REPORTS:

A. Business After Five: Business After Five with Calumet County Bank-Sherwood Office November 13th at 5pm seemed to be a success. Tammy Koehler, Bill Veit, Mark Vechart, Jason & Michelle Ruebl all were in attendance. The Heart of the Valley Chamber of Commerce had a great presence. Next in planning will be Join Me Realty –owned by Jason & Michelle Ruebl & Joseph Levash. Likely in January.

B. Retail Committee: Tammy Koehler stated about 6 were in attendance at last meeting. Bullseye, Schroth's, Zander Press, Cellcom, The IT Dept & kreative knotts. Good conversations and plans for this year. Might be under budget. Expecting about \$1286.72 plus up \$600 for money tree if the Chamber Bucks are pulled.

C. Beer, Wine & Cheese Michelle Ruebl read email update: "To date we have 13 confirmed vendors (several new) for the event, with the max capacity of 18 vendors. Along with the confirmed we have several verbal commitments that we are waiting for contracts from. Sponsorship letters will hopefully be going out soon in December, although we already have some verbal commitments. We've also been tossing around some new ideas to keep the event interesting. Our next meeting is scheduled for January"

8) NEW BUISNESS:

A. Next Meeting: December 17th – Special Invite Open Meeting With it being an Open meeting—the discussion on dates ensued. The recommendation to hold an evening social was made. Michelle Ruebl stated she cannot make the 17th work if done in the evening. Tammy Koehler mentioned that a buffet sandwich bar would be nice as done in the past. Meeting is set for Tuesday December 16th. Meeting at 4pm with a social at 5pm.

B. Banner Ads –Need November Applicants. – Michelle Ruebl stated this should be all set. We are just waiting on payment from the ones who have committed.

C. Facebook/Social Media – Michelle Ruebl recommended with the new site that the Chamber get involved in social media communications. Starting with Facebook for now. Time would not be much more consuming than website updates.

Motion –Mark Vechart made a motion to approve creating a Brillion Chamber of Commerce Facebook page. Seconded by Jason Ruebl. Call vote taken. Motion carried unanimously.

D. Mailchimp. – Michelle Ruebl informed the board that emailing the membership falls under restrictions with Doster.com. She is now using Mailchimp for membership communications which has a better format for various devices.

E. Dues Letters/Website: Michelle Ruebl mentioned that many associate members still renewed this year but each year runs the risk that this income will cease. Todd Brehmer mentioned that the ACA might change but it likely will not be going away. Associates may still be an option as it sorts itself out. Todd recommends discussing an increase in membership dues. Discussion and concerns were shared.

Motion –Todd Brehmer made a motion to increase dues for categories b, c & d by \$25 and to include one quarter banner ad for those in category e. Mark Vechart wanted it noted that the 4 major industries pay considerably higher dues to be part of the Chamber and they also are main contributors and supporters to our events that are run. Louis (Jennifer) Kolberg seconded the motion. Call vote taken. Motion carried unanimously.

F. Budget Review: The budget committee is still working on changes to the budget. It is still short \$2-3,000 due to decreased funds coming in. Michelle Ruebl asked that the board discuss this year's budget for the cellphone. With the laptop, it is difficult to retrieve emails on a timely basis. With the website upgrades and adding facebook she is asking the board to consider an upgrade to a smartphone. The flip phone is unreliable and needs to be called in repetitively for new messages, often with none in the voicemail. A smartphone will be less time consuming and more functional with Facebook Page Manager. The cost, per Cellcom is another \$20/month from current plan. Michelle Ruebl reminded the Board that the website costs will be decreased dramatically going forward. Tammy Koehler mentioned that the laptop is older as well. Mark Vechart asked about the SmartTalk phones. Michelle stated that the cost of the phones would be higher, but the plan would be lower per month. Savings would not be significant enough in a years' time to not support local. There also would be little, if any support.

Motion –Mark Vechart made a motion to approve the purchase of a smartphone with the new plan setting the budget to be a maximum of \$900/year. Todd Brehmer seconded the motion. Call vote taken. Motion carried unanimously.

**Due to time: moving Bonnie Olson up

11) School District Update – Bonnie Olson – Bonnie Olson stated that Nick Madison asked her to give a building project update. McMann (architectural firm) is working on a budget cut to match the approved vote. Latest concept reengineered to a commons area, office, and secure entrance. It's smaller but should still work. Re-bid occurs in January and hopeful for a March start to construction.

9) OLD BUSINESS:

A. Form/Policy Updates –

a. For Sale/Lease Request – Todd said make it specific to real estate for now. **Motion** –Louis (Jennifer) Kolberg made a motion to approve policy with said change. Gary Kabat seconded the motion. Call vote taken. Motion carried unanimously.

b. Termination of Board Members – Discussion occurred on changes to be made. Tammy Koehler and Mark Vechart made change recommendations.

Motion –Bill Veit made a motion to approve policy with the changes. Mark Vechart seconded the motion. Call vote taken. Motion carried unanimously

B. JEM Payroll Audit: Audit was very good. No issues.

C. Chamber Audit : Tammy Koehler needs a subcommittee for the Chamber audit. Todd Brehmer , Bill Veit, Tammy Koehler will ask Jenny Pittl if she is willing. Email the QB file.

D. Membership Drive/Update: Done for this year.

ADJOURNMENT:

Motion Todd Brehmer moved to adjourn. Seconded by Mark Vechart. Call vote taken. Motion carried unanimously. The meeting adjourned at 1:45pm

Respectfully Submitted

Michelle Ruebl, Secretary/Treasurer – Brillion Chamber of Commerce