

## Board of Directors Monthly Meeting 09/18/19

Meeting was called to order at 8:40

Board Members present:

Elizabeth Gering, President  
Barry McLeane, Vice President  
Danna Johnson, Secretary  
Rita Mazur  
Stephanie McClellan  
Pat Pohl (9:30 arrival)  
Dan Stella

Sarah Pischer, Chamber Director  
Town Board Representative: John Hanson  
Visitors: None

**Approval of Agenda:** A motion was made by Danna to approve the September 18, 2019 agenda. Seconded by Stephanie and passed to approve the agenda.

**Approval of Minutes:** Motion was made by Barry, seconded by Rita and passed to approve the August 15, 2019 meeting minutes.

### Committee Reports

- Events –

**Bad Dash Update:** Event went well. 142 participants. There was discussion on timing or not timing the event. Sarah will send out an e-mail to participants to get their opinion on the subject before the next events meeting.

**Musky Classic Update:** Manitowish Waters Chamber received \$500.00 for hosting this year.

**Crana A Rama:** Posters made and distributed, restaurant invites have gone out, volunteers needed.

**Christmas Lights:** Sarah informed the board many lights were ruined and suggested not using as many around the town hall/chamber, but along Hwy 51 instead. Danna made a motion to have less lights with more emphasis along hwy 51, Dan seconded the motion, motion passed.

**Wreaths:** Sarah reminded the board, wreath sales would not be fund raiser for the The Chamber any longer. The Chamber will help to send business to Floral Consultants and any other Chamber members selling wreaths.

**Plant Sale:** Dan suggested The Chamber get involved or help advertise a plant sale for the community garden next spring. Will be addressed at the next events meeting.

**Trunk-or-Treat:** The Chamber will help promote Trunk-or-Treat along with Trick-or-Treating on October 26, 2019 with e-mail blasts and ½ sheet paper promos through the school and grocery store.

- Finance and Governance-  
Next Meeting: TBD
- Marketing-  
**Visitor Guide:** Stephanie passed around the first visitor guide cover proof from Five Star. All liked the picture and word font. Some would like to see other color options for the words: Manitowish Waters.  
**Summer Marketing Recap:** Sarah reported the search engine marketing campaign started last spring with Madden Media and the Wisconsin Dept. Of Tourism has been fantastic. Social media, such as Facebook and website visitors have increased due to campaign.
- Membership-  
**New members:** Little Bits Green House and Erv Keller Guide Service. Dan made motion to accept new members. Seconded by Pat and passed.  
**Annual Dinner:** Sarah will start pushing out Board elections the first week in October.  
**Upcoming Chamber after 5's:**  
-October 8- Discovery Center with Lakes Association  
-October 22- Aurora Borealis  
-November 13- Rustic Roadhaus (date tentative)  
-December- Little Bohemia: Date TBD

### Financial Report

- Hand out given of Manitowish Waters Chamber of Commerce Profit and Loss Overview. Extra money in room tax; to be spent in marketing.  
Barry made a motion to approve the financial report as presented, seconded by Dan and passed.

### Directors Report

- **Vilas County Fall Resort Tour:** Hosted in Conover this year, October 10, 2019. Speaker will be Sara Meaney.
- **Dept of Tourism:** Handouts were given showing their new marketing strategic plan.

### Town Update-

- The Fire Department bids came in over budget, a meeting to approve \$300,000 more will take place on October 1, 2019 at 7:00PM. Will need at least 135 voters.
- Town projects are going along well and on schedule. The Town Board will start working on the budget for next year; which will include starting the repayment on the town projects.

### Next Meeting

November 14, 8:30am

**Adjourned at 10:06.**