

## Board of Directors Monthly Meeting 08/20/2020

Meeting was called to order at 8:36am

Board Members present (via conference call))

Barry McLeane, President

Dan Stella, Vice President

Pat Pohl

Stephanie McClellan

Rita Mazur

Linda Long Wohlleber

Jessie Knipp, Interim

Town Board Representative: John Hanson

Visitors: None

**Approval of Agenda:** A motion was made by Dan to approve the August 20<sup>th</sup> agenda. Seconded by Rita and passed to approve the agenda.

**Approval of Minutes:** Motion was made by Dan to accept the minutes, seconded by Linda and passed to approve the July 2020 meeting minutes.

**Executive Director search update:** Barry indicated they started out with 16 total applicants, which was narrowed down to 6 interviews. It had then been narrowed down to 2 candidates – both with strong Chamber backgrounds and credits. Candidate, Jim Trazinski has Executive Director experience, working across the country. Barry and Dan stated that Jim wouldn't take the position for less than \$45,000/year. Dan discussed offering the Health Stipend of in the amount of \$250/month as discussed in previous meetings. Stephanie voiced concern that there would be no room for pay increase. Barry stated that Jim is aware that this is the higher end of pay scale per employment advertisements. Dan brought up that Jim has the ability and experience to gain more revenue and also having income from the future 50/50 raffles.

Jessie has given notice that her end date will be October 1<sup>st</sup> but stated in meeting that she can help a few days-a week during transition with the new Director.

A motion was suggested by Barry to offer Jim Trazinski the Executive Director position. A motion was made by Dan. Seconded by Rita and passed. Dan will contact Jim to make the offer.

It was stated with this stipend, no more bonuses would be offered.

Dan made the motion to approve the Health Care stipend in the amount of \$250/month for both Executive Director and Director's Assistant. Seconded by Linda and passed.

### **Committee Reports**

**Events** – Discussed that it would not be safe or consistent to move forward with **Cran-A-Rama**. Motion was made by Pat to cancel Cran-A-Rama. Seconded by Barry and passed to approve canceling this event. Jessie will make contact with the scheduled to let vendors know it has been canceled and issue reimbursements to vendors.

## **Finance and Governance-**

2020/2021 Budget: Budget meeting TBD.

## **Marketing-**

Stephanie discussed our new partnership with Jessica from Social Siren Marketing. Jessica's idea was to offer free social media consulting with our members as part of our contract. Jessie will include this service being offered in today's e-newsletter. Jessica would also like to add pictures/faces to our website that would include staff and board members.

Stephanie wants more engagements/feelers incorporated into our marketing/website- to include the rich history. Has given Jessica John's contact info and will work with John and Historical Society. Everyone agreed that Stephanie's idea, using tagline/motto 54545 could be used for advertising and apparel.

**Uline Calendars:** Rita brought up the idea of using donation money for Chamber signage. John discussed using donations to purchase 2-3 handicap accessible e-bikes that NLDC could possible store and handle reservations for.

Motion was made by Dan to purchase handicap bikes. Seconded by Barry but opposed by Pat and Rita. Motion was made by Rita to purchase lighted signage for the Chamber with donation money. Seconded by Pat. Barry was the final vote for the tiebreaker but declined to vote today.

Stephanie suggested that she would monitor ideas coming into her via email for use of the donation money as we have until the 30<sup>th</sup> to have decision submitted to Uline. It was agreed board members have until Tuesday, August 25<sup>th</sup>, to submit ideas. If she doesn't hear from everyone, she will reach out to them for a final chance to voice their ideas for donation money. Votes will then be submitted via email.

**Next Meeting:** TBD

## **Membership-**

**Approval of New Members:** A motion was made by Dan to approve Snow's Family Market & Dr. Kate Museum as new members. Seconded by Pat and both approved as new members.

**Chamber after 5's:** All members agreed to keep on hold.

**Membership Survey:** Discussion: Directly ask membership their opinion on ATV's. How has covid-19 effected their business/ how have they adjusted? Rita will plan meeting to put survey together.

**Membership Mailings:** Jessie sent out membership drive packets on 7/21 and will be sending out membership renewal packets once we have information to include on Annual Dinner info. Membership Survey has been completed with approved changes made by committee including the added question regarding the business impact of ATV/UTV's, which seems important to obtain information on at this time. This survey will also be included in membership renewal mailings.

**Annual Dinner:** Rita, John, Pat and Barry will meet next week on Wednesday, August 26<sup>th</sup> at 10:00am to discuss how to get bids out to dining members that could possibly offer catered dinners served in to-go containers for attendees. It was decided that this year's Annual Dinner could happen at the Community Center where attendees could safely social distance.

Rita stated it would be great to have Jim attend the Annual Dinner to introduce himself if he takes the job offer.

Rita and Barry suggested that the survey is put on Survey Monkey for members to access as well. Jessie will do this.

### **Financial Report**

Bank statements were not provided prior this meeting. Jessie will email statements for accounts to Barry.

2020/2021 Budget - A motion was suggested by Barry to offer Jim Trazinski the Executive Director position at \$45,000/year. A motion was made by Dan. Seconded by Rita and passed.

2020/2021 Budget - Healthcare – Dan made the motion to approve the Healthcare stipend in the amount of \$250/month for both Executive Director and Director's Assistant. Seconded by Linda and passed.

2020/2021 Budget – TBD

### **Town Chair Update**

John had to depart from the meeting before this topic was discussed. Different location options for the kiosk were discussed and it was decided that the location of the kiosk would stay as is for now.

### **Other Pressing Needs**

Jessie discussed Scott's suggestion of upgrading our email server for an average of \$12/user/month. Motion was made by Dan to approve the upgrade. Seconded by Barry and approved. Jessie will contact Scott to find out how we move forward with this.

Jessie will also get quote for more MW Bike Trail Guide brochures. Once we get quote, Stephanie will look into updating verbiage for brochures.

Next Meeting: September 17th, 8:30am via Conference Call

Meeting adjourned at 10:10am