

Board of Directors Monthly Meeting 12/17/2020

Meeting called to order at 8:33

Board Members Present:

Frank DiLeonardi, President

Kristen Beischel, Vice President

Jan Santarius, Treasurer

Abbie Schultz, Secretary

Chris McMurray

Mike Hoefler

Town Board Representative: John Hanson

Jim Trzinski, Executive Director

LeighAnn Trzinski, Executive Director Assistant

Approval of Agenda: A motion was made by Jim to approve the December 17, 2020 agenda. Seconded by Jan and passed to approve the agenda.

Approval of Minutes: Motion was made by Chris to accept the minutes, seconded by Mike, and passed to approve the November meeting minutes.

Committee Reports:

- A) **Governance & Finance:** (Treasurer's Report)
 - a) Board received Balance Sheet, as well as Profit & Loss sheet
 - b) Huberty is finalizing a few things - should be finished and reconciled in two weeks
 - c) Jan will have access to Quickbooks Online for monthly audits - access to be set up today (12/17)
 - d) As of right now we have \$36,000 in savings - Decided to continue to keep it there and monitor for a while - possible reserve for unforeseen events/loss of income, signage out front, other opportunities for promotion of the Chamber and it's members, etc.
 - i) As of now, Chamber does not pay for occupancy of building - this may not always be the case under other administrations
 - e) Solstice Event - Discussion had regarding whether or not the Chamber should support it - and to which extent

Membership:

- A) Jim - first 3-4 weeks in his position was spent making lots of calls introducing himself and encouraging/collecting renewals
 - a) 273 total prospective members
 - b) 178 have paid
 - c) 50 pending (19 committed but not paid)
 - d) 22 non-renewing
 - e) 136 of 273 within 54545 zip code, 137 outside of 54545

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- B) Frank would like to keep this a “running scorecard” to be made by Director and Assistant to monitor numbers, as well as an even further breakdown of type of membership.
- C) Frank shared updated membership documents with group, including new advertising and marketing ideas that would be more appealing to members (unlimited ads on free services such as our newsletter and social media).
 - a) Businesses may not have time to make their own ad - LeighAnn is working on some templates they can use/choose from
- D) Past members mentioned Members Only luncheons
 - a) Spring 2021 could be a webinar style about preparing for the upcoming season
 - b) Jan also offered the idea of fraud protection
- E) The woman that was doing our Facebook posts has terminated the service contract as of 2/2021
- F) Marketing Committee is working on updating the descriptions and suggestions to member levels and benefits - to be more informed by data from the “scorecard” done by Director and Assistant

Marketing:

- A) Ensure what we are working on supports our long and short term goals as a chamber which are:
 - a) Steward economic development in Manitowish Waters
 - b) Represent area businesses effectively through membership
 - c) Develop sustainable revenue streams
- B) Briefly discussed the Roger Brooks Initiative spearheaded by Liz Uihlein 5 years ago. We should consider revisiting this to develop a longer term approach
- C) Dec/Jan Initiative is as follows:
 - a) Monthly member questionnaire
 - b) Offer New advertising
 - c) New social media strategy by 1/1
 - d) Update website content by 1/15
 - e) Update email newsletter by 2/1
 - f) Redesign apparel by 2/1 (Liz U offered \$5,000 toward this)
 - g) Reignite Roger Brooks action plan

Events:

- A) Christmas in Town
 - a) Dave Edgecomb was Santa - given \$50 in Mani Money
 - b) 30 cars came through, and we gave out 54 kids bags (thank you Linda!) and 32 adult gift bags
 - c) Large crowd was at Koller park - per John seemed larger than past years; temperatures were great!
- B) Marvel in Manitowish
 - a) Library gives out bags
 - b) Ice Skating at North Lakeland
 - c) River's Edge - Fat Bike Demo Day - Dec. 31st
 - d) Jim will call Stephanie to see how things have worked in the past
 - i) Per John - past years' big event was at the Discovery Center with sleigh rides and a chili cook off; cancelled this year due to Covid

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Town Chair Report:

- A) Two main goals this winter:
 - a) Broadband expansion
 - i) 3 people in the group involved with this - Chris to join as well
 - b) Review Roger Brooks - Economic Development
- B) Operationally doing well
- C) Jerry Blach retiring at the end of the year
- D) Elections in April
 - a) John will run again, currently unopposed
 - b) Dana will run again - also unopposed

Director's Report:

- A) 2021 Visitor Guide
 - a) Rough draft will be ready for Board Members to review next week
 - b) Last year we bought \$30,000 of guides. Moving to \$22,500 this year after hearing from members and looking at number of guides remaining
- B) Chamber after 5
 - a) Beginning in April
 - b) Consider a collaboration with Mercer
 - c) Increase structure from previous years - more reason to be there and further encourage collaboration outside of the members' "normal" network
 - d) Discussed sponsorship of Chamber after 5 - The sponsoring business gets to give their elevator speech
- C) Uline Calendar - \$4,000 raised to date
- D) Summer intern ad will start in January
 - a) Suggestion made for a possible collaboration with Mercer - more of a "Northwoods" intern

Next meeting to be held 1/21/21 at 8:30am via Zoom.

Kristen made a motion to adjourn the meeting. Jan seconded.

Meeting adjourned at 9:58 am.