

Board of Directors Monthly Meeting 1/21/2021

Meeting called to order at 8:34

Board Members Present:

Frank DiLeonardi, President

Kristin Beischel, Vice President

Jan Santarius, Treasurer

Abbie Schultz, Secretary

Chris McMurray

Mike Hoefler

Bob Fuller

Pat Pohl

Linda Long Wholleber (9:45am)

Others in Attendance:

Executive Director: Jim Trzinski

Town Board Representative: John Hanson

Approval of Agenda: A motion was made by Pat to approve the January 21st, 2021 agenda. Seconded by Chris. Agenda approved.

Approval of Minutes: Motion was made by Jan to accept the December minutes. Seconded by Pat. December minutes approved.

Committee Reports:

- A) **Governance & Finance:** (Treasurer's Report)
 - a) Board received and reviewed Balance Sheet, as well as Profit & Loss Statement
 - b) Jan reconciled November and December
 - c) Credit card processing - currently using Square which pulls funds immediately and can be harder to reconcile monthly. Will be looking into Associated processor which has lower rates, a \$500 sign on bonus, and pulls as a "lump sum" at the end of the month.
 - d) Committee guidelines were reviewed and the board agreed they look appropriate.
 - e) Executive Director performance objectives were reviewed - committee wants to ensure we have SMART goals - Specific, Measurable, Achievable, Realistic, and Timely.
 - f) A motion was made by Chris to approve the Treasurer's report, and seconded by Pat.

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Membership:

- A) Scorecard reviewed
 - a) 7 new members
 - b) Jim to give list of all former members to board by next board meeting
- B) Benefits Review
 - a) One big change of benefits - unlimited free advertising (newsletter)
 - b) Twice yearly luncheon with guest speaker was formalized
 - c) Discussion was had regarding increasing digital benefits while still using our “feet on the ground” tactics that have historically worked.
 - i) “One of few” or “only” businesses may not need the advertising portion of their membership - they don’t currently have competition. What are we providing that they need or want? (Education?)
 - d) To be discussed at upcoming Membership meetings - Are the three tiers of membership beneficial/necessary, or should we reduce to 2?
- C) Member Mailing Distribution
 - a) Lots of federal policies regarding this
 - b) Discussion regarding an “opt- in” option for members via email. Moving forward, add it to the membership form? To be discussed at the next Membership meeting and then brought to the board.
- D) Trading Membership for Services
 - a) Board unanimously agreed that checks should be traded for transparency.
 - b) Kristin made a motion to no longer accept exchange of service for membership dues. Bob seconded the motion. Motion passed.

Marketing:

- A) Implementing new social media strategies
 - a) Rehired intern from last summer to post on our social media accounts
- B) Redesigning apparel sold in office
 - a) Chris is spearheading the design, Kristin sourcing cost and supplies
 - b) Discussion about using and updated design on town banners
- C) Cleaning up the newsletter

Events:

- A) Reviewed tentative timeline
 - a) Proposed to add Chamber after 5 dates with TBD on hosts, as well as October 5th luncheon
 - b) Chamber after 5
 - i) 3rd Wednesday of the month
 - ii) Tentatively start in May
 - iii) Driving force of these meetings should be networking and gaining information from peers and speakers

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- iv) Add a "Call to Members" in newsletter regarding hosting a Chamber after 5
- c) April 21st Luncheon - Discussion regarding changing the speaker from Legislature to Economic Development or DNR
- d) July 17th - Discussion had regarding changing name to something shorter - "Spend the Day in Manitowish Waters" is clumsy
- e) Golf Outing
 - i) Discussion: Need 6-8 people for set-up, 8 people day of event, Non-golfers should be charged for a dinner, and in order to make money, hole sponsorships are needed.
 - ii) A motion was made by Jan to have our first golf outing be a social event, not a money making outing. Chris seconded the motion. Motion passed.

Director's Report:

- A) Vilas County Co-Op Advertising
 - a) Paved bike system
 - b) NLDC
 - c) Winter silent sports - fat bike, x-country ski, snowshoe, etc.
 - d) Cranberry marshes
- B) Visitor guide is here!
- C) Uline calendar sales
 - a) \$12,960 to date
 - b) Chamber Signage - \$23,000 - \$25,000 previously estimated
 - i) Mike offered his architecture services to design further options
- D) Assistant Director - continuing to interview candidates
- E) Summer Intern - considering bringing back last years intern, Rylie

Town Chair's Report:

- A) Covid vaccinations available at Marshfield for residents 65 years and older
- B) Elections - 3 people are running for 2 positions on the side board

Next meeting to be held 2/18/21 at 8:30am via Zoom.

Pat made a motion to adjourn the meeting. Bob seconded.

Meeting adjourned at 10:13 am.