

Board of Directors Monthly Meeting 11/19/2020

Meeting called to order at 8:33

Board Members Present:

Frank DiLeonardi, President

Kristen Beischel, Vice President

Jan Santarius, Treasurer

Abbie Schultz, Secretary

Linda Long Wholleber

Pat Pohl

Bob Fuller

Chris McMurray

Mike Hoefler

Town Board Representative: John Hanson

Jim Trzinski, Executive Director

Approval of Agenda: A motion was made by Chris to approve the November 19, 2020 agenda. Seconded by Pat and passed to approve the agenda.

Approval of Minutes: Motion was made by Pat to accept the minutes, seconded by Bob, and passed to approve the October meeting minutes.

The 2020-2021 budget was discussed. John to get Frank, Jim, and Dana together soon to discuss room tax. Past board started putting this budget together in summer of 2020, and many of these events and numbers have been grandfathered in, to be examined more closely at each event and next fall.

A motion was made by Bob to approve the 2020-2021 budget with the change that what currently shows as “profit” in the expense category be put into a “contingency” category. Motion seconded by Jan. The budget was approved.

Committee Reports:

Governance & Finance: Clarified that this committee's job is to keep the overall budget balanced. Currently working with Huberty to clean up current books. A main goal of this committee is to ensure everything is transparent and on the books.

Chris asked that General Advertising - "Discretionary ads" be broken down into line items so we can better identify effectiveness.

Membership: Dues due Oct. 1st. Per Sarah Fischer, it is common for many members to be behind.

Historically - 269 members

This year - 257 (150 "behind" and need to send payment)

7 drops - per Jim, reasons have been Covid, too much focus on the Visitor Guide, and not enough social media presence. The value is no longer there - outdated methods.

Pat and Abbie to contact Jim regarding the work he has been doing to reach out to members. Will meet via Zoom at TBD date and time to discuss further action. Frank and Chris asked to be invited.

Marketing: Presentation given by Kristen. Focusing strongly on finding the values we provide to our members.

Things we need to solve: Our reputation in the community and the value we provide. Improved communication regarding the benefits of Manitowish Waters.

Please refer to her presentation for further details.

Marketing meeting next Monday - time TBD. Kristen, Frank, Bob, and Chris to attend.

Events: Meeting 11/24 at 1pm.

Town Chair Report: Town budget passed early this month. Centurylink is expanding broadband. Boulder Junction in final stages of fiber optics. Manitowish Waters expected to have fiber optics within a year - will have a better timeline by spring. Frank would like a chamber board member on the fiber optic committee.

Director's Report: Leigh Ann is putting in the last of the October updates. Payroll will be direct deposit starting next week. Jan will be given access to Quickbooks Online.

Fall/Winter events to be discussed at Event meeting.

Close Productions - Bike Trails - Tabled

Old table and chairs - what do we do with them? - Tabled

Chamber after 5 events for 2021 - to be discussed by market and brought back to board

Other pressing needs:

Jim to send out calendar invites for board meetings through Oct 2021. Times to be 8:30am - 10:00am until further notice.

Until further notice, all meetings to be exclusively on Zoom.

The “owner” of any meeting (Committee’s or otherwise) to send out a calendar invite.

Currently using Kristen’s zoom account - will get Chamber account up and running by next meeting.

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

Meeting adjourned at 10:06 am.