

## Board of Directors Monthly Meeting

3/18/2021 via Zoom

1. **Meeting called to order at 8:33**

2. **Board Members Present:**

Frank DiLeonardi, President  
Kristin Beischel, Vice President  
Jan Santarius, Treasurer  
Abbie Schultz, Secretary  
Chris McMurray  
Mike Hoefler  
Pat Pohl  
Bob Fuller

3. **Others in Attendance:**

Executive Director: Amanda Cowart  
Town Chair – John Hanson

4. **Approval of Agenda:** A motion was made by Pat to approve the March 18th, 2021 agenda. Seconded by Jan. Agenda approved.

5. **Approval of Minutes:** Motion was made by Bob to accept the February minutes. Seconded by Kristin. February minutes approved.

6. **Committee Reports:**

a. **Governance & Finance:** (Treasurer's Report)

- i. Board received and reviewed finances through February 2021.
- ii. A motion was made by Bob to approve the Treasurer's report and seconded by Chris. Treasurer's Report approved.
- iii. Jan explained that financial reports were previously run the day or two prior to the Chamber Board meeting. She proposed these reports be run at each month's end of the previous month to best maintain accuracy and clarity (e.g. February 1-28 instead of Feb 14 - March 14). Board agreed.
- iv. Calendar proceeds, signage, youth center
  1. Mike met with Tom at Lakeland Signs. Estimated to be \$800 per sign. Mike will send options via email to Board.
  2. Per John put a hold on Youth Center ideas – there might be other options moving forward.
  3. Jan made a motion to allocate \$1,600 from calendar funds to signage for the Chamber. Chris seconded. Motion passed.
  4. Frank and Amanda to inform Amy at EAU Holdings.

b. **Membership:**

- i. Scorecard – Reviewed
- ii. Benefits of scaling down to 2 levels next year discussed.
- iii. 1 social media post for regular members, unlimited for Executive
- iv. Mailing List
  1. Opt-out included in membership renewal forms.
  2. Limiting use to 1-2x yearly.
  3. Executive members to have access. Emails to look as if coming from the business, but the Chamber will have to be the gatekeeper.

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- v. Discussion had regarding ribbon cutting ceremonies for new members. Exact details not ironed out, but many agreed it is a good idea.
- vi. Currently using 3-4 systems for member benefits/information/emails. When assistant is hired – first job will be to consolidate.
- c. **Marketing:**
  - i. Some apparel was printed incorrectly. Ordered small logo, but printed large. Kristin and Chris handling corrected items.
  - ii. Looking into hats.
- d. **Events:**
  - i. April 21st member business meeting
    - 1. Postponing so we can focus on summer events.
  - ii. Car & Boat Show
    - 1. May 29<sup>th</sup> – “5<sup>th</sup> Annual – Part II.
    - 2. Per Debbie at Little Bohemia, time will change from 11am -3pm.
    - 3. Little Bohemia to provide food and drinks
    - 4. Music – Bret & Frisk
    - 5. Amanda will call Tom Baer to touch base regarding this event, as he has been a key player in the past.
    - 6. Amanda will get the Call for Entry out on Monday
    - 7. Awards - Furnished by Tom Baer
    - 8. John will contact his son (Maintenance at Little Bohemia). He will be in touch with Amanda.
    - 9. Pat will contact Dave Krembs with the steamboat
    - 10. Please volunteer if you can – and spread the word!
  - iii. Chamber After 5
    - 1. 5 confirmed dates, 4 confirmed hosts
- 7. **Director’s Report:**
  - a. Assistant Director candidates
    - i. We are down to 2 candidates – awaiting Uline testing at this time
  - b. Women’s Service League
    - i. Frank to meet with Anne
    - ii. Baskets for new businesses
  - c. Amanda’s Observations
    - i. Community has embraced her
    - ii. Too many programs to input member information when joining or non-renewal
    - iii. Would like to work toward one customer relationship management – central database for all member info and interaction
    - iv. Would like an online form where members control their own information/pictures/contact info/etc.
- 8. **Town Chair’s Report:**
  - a. ATV Trails
    - i. Residents 2:1 opposed on the ballot
    - ii. Town board not opposed, ATV proponents would just need a proposal
    - iii. Snowmobile trails – many parts are leased only December 15<sup>th</sup> – March 15<sup>th</sup>, so snowmobile trails are not an option

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- b. Broadband
    - i. Considering working with CenturyLink, as current company is out of state and things don't seem to be moving forward quickly
  - c. Housing
    - i. Grow North
      - 1. April 8<sup>th</sup> – zoom
      - 2. Looking for volunteers to join them
  - d. Election
    - i. April 6<sup>th</sup>
- 9. Closed Session**
- 10. Next meeting**
- a. 4/15/21 at 8:30 am via Zoom
  - b. Abbie made a motion to adjourn the meeting. Kristin seconded.

**Meeting adjourned at 10:19 am.**