

Board of Directors Monthly Meeting

7/15/2021

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

2. **Board Members Present:**

Frank DiLeonardi, President
Kristin Beischel, Vice President (via phone)
Jan Santarius, Treasurer
Abbie Schultz, Secretary
Linda Long
Bob Fuller
Mike Hoefler
Pat Pohl

Board Member Absent:

Chris McMurray

3. **Others in Attendance:**

Executive Director: Amanda Cowart
Town Chair: John Hanson

4. **Approval of Agenda:** A motion was made by Linda to approve the July 15th, 2021 agenda. Seconded by Jan. Agenda approved.

5. **Approval of Minutes:** Motion was made by Jan to accept the June minutes. Seconded by Linda. June minutes approved.

6. **Committee Reports:**

a. **Governance & Finance:**

i. Budget meeting

1. 7/27 3-5pm. Amanda to bring proposed ideas/changes and a budget draft

ii. Treasurer's Report

1. Need to spend money to help bring us closer to non-profit
2. Membership dues were coded incorrectly last year – fixed now
3. Town Banners – want to update, but can't put them up right now. Excel energy is not allowing them.
4. Room Tax – budgeted low last year because we were not receiving it at that point in time – have been receiving it now.
5. Profit and Loss will be brought to the board for the July 27th meeting.
6. Bob moved to accept the Treasurer's Report, Linda seconded. Motion passed.

b. **Membership:**

i. New Levels

1. Make benefits obvious and achievable
2. Visitor guide
 - a. Change limits from words allotted to characters
3. Executive Membership
 - a. Some of the benefits will be available at member's request

c. **Marketing:**

i. Website Navigation Update

1. Streamlined

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2. Easier to navigate
 3. Current Website uses WordPress
 - a. Integrates well with Vilas County
 - b. May be clunky for those who aren't familiar with the technology
 - c. We need to build our programs and systems with the future in mind
 - ii. Online store examples
 1. Valley Apparel and Promotions – they would handle sales/shipping/receiving/sales tax
- d. **Events:**
- i. July 4th
 1. Busy 11am-12am, but not well staffed/volunteered
 2. Well received by the town
 3. Next year – 8am-12pm at the Community Center grounds, then the parade at 1pm
 - a. Parade is at 1pm to accommodate area parades and participants
 4. Parking and parade route volunteers need clearer written instructions
 5. Better signage needed at Town Park for parking for the morning activities
 - ii. July 17th
 1. No Taste of Manitowish Waters this year
 2. Riley helped create a Google Map with all of the area shops and restaurants
 - iii. July 21st
 1. Chamber After 5 w/ Huberty
 2. 17 members, 7 nonmembers
 3. Net time – bring a roster and check them off
 - iv. Bad Dash
 1. 6 weeks away – unable to make it happen this year
 2. Decided on a 1-year hiatus and a fun revamp for next year
 3. 2022 – Hold the weekend before Labor Day
 4. Discuss further at fall Events Committee Meeting
 - v. Labor Day Weekend
 1. Sat 9/4 at 6pm is a Special Skiing Skeeters show
 2. Dam Duck Race
 3. Music in the Dark
 4. Amanda will send an email to the membership to see what other events are going on – she will compile and share in an email
 - vi. Cran-a-rama
 1. October 2nd
 2. Amanda is in contact with bussing and restaurants

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7. Director's Report:

- a. GrowthZone
 - i. Time intensive – meet weekly
 - ii. Benefits:
 - 1. Members update their own info
 - 2. Renewals can be automatic
 - 3. One place to enter/edit member info – historically 5
 - 4. Chamber retains the right to review and/or edit info

8. Town Chair's Report:

- a. Broadband
 - i. Working with CenturyLink to put together proposal
 - ii. After proposal there will be Public Information Meetings
 - iii. Would like to be ready to submit grant at December 1st deadline
 - iv. LTD – latest grand funding from the Federal Government – 2/3 years before they can begin
- b. Rest Lake Bay
 - i. Hearing for no wake by the dam was June 29th at 6:00pm
 - 1. Voted down 2 to 1
 - 2. Still an open bay
- c. Banners
 - i. Can put on streetlight poles but not highline poles
 - 1. Most downtown poles are highline poles
 - ii. Town would like the Chamber to help fund new banners
 - iii. There's talk regarding putting our own lighting system downtown
 - iv. Changing banners regularly
 - 1. Marking to discuss how often (Late August or Sept meeting)
 - 2. Let John know about meeting – he'll join

Motion to adjourn made by Linda, seconded by Pat.

Meeting adjourned 9:34 am.