

## Board of Directors Monthly Meeting

6/17/2021

1. **Meeting called to order at 8:30**
2. **Board Members Present:**
  - Frank DiLeonardi, President
  - Kristin Beischel, Vice President
  - Jan Santarius, Treasurer
  - Abbie Schultz, Secretary
  - Chris McMurray
  - Linda Long
  - Bob Fuller
  - Mike Hoefler
  - Pat Pohl
3. **Others in Attendance:**
  - Executive Director: Amanda Cowart
  - Summer Intern: Rylie Cibelli
  - Town Chair: John Hanson
4. **Approval of Agenda:** Linda would like to add the setting of a date for the Budget meeting during Governance and Finance. A motion was made by Chris to approve the June 17th, 2021 agenda with this addition. Seconded by Linda. Agenda approved.
5. **Approval of Minutes:** Motion was made by Jan to accept the April minutes. Seconded by Chris. May 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. 2020-2021 Board Members and process
      1. Linda will be staying on as an advisor during next year as she will term out the end of 2021
      2. Frank would like to know by August those who are not intending to return to the Board for the next term
    - iii. Treasurer's Report
      1. Membership Dues are higher than expected
      2. Amanda has been doing a little research across membership platforms to find out why
      3. We have \$24,000 revenue. Need to spend - but do so cautiously because Covid skewed numbers - we didn't spend as we normally would have in 2020.
      4. All other reports are available if needed, but will continue to get budget monthly.
      5. Pat moved to accept the Treasurer's Report, Linda seconded. Motion passed.
  - b. **Membership:**
    - i. New Levels and Pricing
      1. What is our primary job?
        - a. Supporting businesses, and a subset of that is attracting visitors.

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- a. This needs to be solidified and have a strategic plan before solidifying the budget – it will help direct where money should go.
  2. Review Memberships Levels
    - a. Reducing to 2 levels
    - b. Make clear, attainable benefits that we can follow through on
  3. Visitor guide
    - a. not user friendly, book of ads
  4. Chamber Member list
    - a. PDF? Do we want something more dynamic/current?
    - b. When someone signs their membership, they agree to be contacted by other members – members can opt out of this if they so choose.
  5. Jan made a motion to move membership levels from 3 to 2. Kristin seconded.
- c. Marketing:**
- i. Focus on day trips in summer (lodging is full) and shoulder season
    1. What constitutes a shoulder season?
    2. Dependent on weather - April and November. Although, a lot of businesses are closed in April. Bringing people up during this season may change that though.
    3. Making short maps of physical road trips (Crab Lake Rd etc.) of things to do and places to visit that are open.
  - ii. Rylie Cibelli- intern from Florida State
    1. Taking lots of pre-work - photos for future posts
    2. Will work with Frank on marketing strategy and make presentation to Marketing committee then the board
  - iii. Visitor Guide
    1. Refresh design using ideas above to inspire travel
    2. Outsource ad sales?
- d. Events:**
- i. Boat Show
    1. 30 people signed up prior, 80 showed up
      - a. Need incentive to sign up early
      - b. \$10 early bird registration, \$20 day-of?
    1. Need public parking assistance - park in field off Nazdar
    2. Boat Rides
      - a. One more shift in the afternoon?
  - ii. 4th of July
    1. Volunteers needed!
    2. Camp Jorn - having a hard time getting help
    3. Amanda to make an appeal in weekly newsletters - our festivities are threatened!
  - iii. July 17th
    1. Sidewalk sale - Lakeside Living to sponsor the map of where businesses will have specials
    2. Map will be distributed and also online
    3. No Taste of MW - Amanda will do that ASAP

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- iv. July 21
  - 1. Cohosting Chamber After 5 w/ Huberty
- v. CA5
  - 1. Per members, non-members are attending and we should charge them
  - 2. Purpose -
    - a. Historically - Chamber members to network, as well as social event for community
    - b. Currently - Networking is secondary - more exposure
  - 3. When people check in ask if they are a member or would like to become one
    - a. Make a list/tally
    - b. Help us to stay connected with you - email address
    - c. 3 people at front check in
- vi. Sept 4 - Bad Dash
  - 1. Discussion postponed

### 7. Director's Report:

- a. GrowthZone
  - i. Want to be all set by September for membership renewals
- b. Google Drive
  - i. All online
  - ii. New Computer
- c. Kiosk moved
  - i. EAU is designing a sign similar to logo to go on the side that is facing out
  - ii. Abbie will help keep stocked
  - iii. Discussion about purchasing a brochure rack for more business brochures

### 8. Town Chair's Report:

- a. Saturday – Solstice Festival
- b. Broadband
  - i. LTD out of Las Vegas got the grant money, but will be 2-3 years before they begin
  - ii. Boulder Junction put about 3 million tax dollars into their program
  - iii. If we considered going that route, tax payers would have to vote on it
  - iv. We are more compact than Boulder Junction so it may be less money
- c. Rest Lake Bay
  - i. Hearing for no wake by the dam coming up
    - 1. June 29th at 6:00pm'
- d. Dog Park
  - i. Not just a run, but to socialize (dogs and owners)
  - ii. Gone over well in Minocqua
  - iii. Location: behind old fire dept or section of Rest Lake Park
  - iv. Expensive - upkeep and maintenance
  - v. Can accomplish a lot with signage

**Meeting adjourned 10:00.**

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### Virtual Motions and Approvals

New members voted on virtually:

- Brooke Veldt of [Canine Evolution](#), a dog-training business
- Tami & Clay Veldt, new owners of [Bear County Builders](#)