

## Board of Directors Monthly Meeting

5/20/2021 via Zoom

1. **Meeting called to order at 8:31**
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
3. **Others in Attendance:**
  - Executive Director: Amanda Cowart
  - Town Chair: John Hanson
4. **Approval of Agenda:** A motion was made by Chris to approve the May 20th, 2021 agenda. Seconded by Abbie. Agenda approved.
5. **Approval of Minutes:** Motion was made by Jan to accept the April minutes. Seconded by Kristin. March minutes approved.
6. **Committee Reports:**
  - a. **Governance & Finance:**
    - i. Treasurer's Report)
      1. Board received and reviewed finances through April 2021.
      2. New report compares budget to actual.
      3. Amanda continues to monitor and analyze due to anomalies this past year related to employees and Covid.
      4. Board starts working on Budget in July. Fiscal year is Oct-Oct. We will consider looking at past three years as comparison due to anomalies.
      5. A motion was made by Kristin to approve the Treasurer's report and seconded by Linda. Treasurer's Report approved.
    - ii. Jan Santarius status
      1. Accepted job in Minocqua. Board unanimously agreed to keep her on as Treasurer through the transition.
    - iii. Recruiting people for the Board
      1. Begin to look in August
      2. Those who count the votes need to be independent of the Board
    - iv. Need another check signer
      1. Linda made a motion to add Abbie as a check signer. Jan seconded. Motion approved.
  - b. **Membership:**
    - i. Scorecard – Reviewed
    - ii. New member approval process
      1. Membership committee to look at process of approving members
      2. Membership committee will look into adding something to the application in regards to meeting standards of the Chamber.

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- a. i.e. “As an organization, we believe the following...” “As a signing member you agree to abide by the above statements.”
- iii. Software
  1. Currently using 5 places to enter/edit/remove member data
  2. Customer Relationship Management (CRM) benefits
    - a. Centralized
    - b. Availability for online sales
    - c. Plugged into website
    - d. Members can update their own information
  3. Jan made a motion to purchase the base CRM set up and add additional modules as needed. Linda seconded. Motion passed.
- c. **Marketing:**
  - i. Digital – StatePoint Media Stories
    1. 34 media outlets, 45 million impressions, \$350
      - a. Amanda would like to shift the advertising focus to include more digital media than we currently invest in.
      - b. Visitor Guide should inspire travel, not be just a directory of businesses. This could help with our shoulder season – inspiring road trips and day trip adventures
    2. New Chamber and Town Hall signs should be up June 19<sup>th</sup>
    3. American Pickers
      - a. Here in July
      - b. Is there a way to build a community event around this?
- d. **Events:**
  - i. Chamber after 5
    1. Going really well!
    2. Next: June 16<sup>th</sup>, River’s Edge
    3. Discussion had regarding 50/50 raffle, and it was decided that we will not be doing them at future Chamber After 5’s. We will be continuing door raffles.
  - ii. Boat Show update
    1. Things are all falling in to place
    2. Please volunteer if you’re able!
  - iii. 4<sup>th</sup> of July Parade
    1. Theme: “Water is Life”
    2. Chamber organizes Craft Fair earlier in the day, as well as the parade.
      - a. Not for Profit booths at the Craft Fair have their fees waived
    3. Emcee is John Hilbert
    4. Amanda is working on the parade float application
  - iv. Taste of Manitowish Waters – July 17<sup>th</sup>
    1. Will not be held due to staffing of restaurants and it being so busy during this season – Amanda will solicit insight and thoughts from area restaurants regarding a better time of year

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- v. July 21<sup>st</sup> Chamber After 5
  - 1. Held at Chamber
  - 2. We will provide wine and beer – donations of participants welcome
  - 3. Chamber absorbs cost of food

### **7. Director's Report:**

- a. Hard drive failure and Fix
  - i. On site servers are "old school" – they crash
  - ii. AWS – cloud based, cheaper, access anywhere, and more secure
  - iii. Chris will put Amanda in contact with someone regarding CDW
  - iv. Christ made a motion to approve the purchase of one laptop and docking station for the Chamber staff. Jan seconded. Motion approved.
- b. Moving kiosk
  - i. Current location, the traffic is not great and it doesn't get refilled
  - ii. Bob made a motion to move the kiosk from Koller Park to the area next to Redman. Linda seconded. Motion passed.

### **8. Town Chair's Report:**

- a. Broadband
  - i. LTD got grant funding for Manitowish Waters
    - 1. They would have to bury their fiber over Century Link's existing fiber
    - 2. Century Link seems like a better option
    - 3. Considering looking at it in segments – Spider Lake Area first
  - ii. John would like Chamber members to look for available grants
  - iii. Boulder Junction is using grants and taxes for their upgrade/transition
  - iv. John will hopefully have more answers by the end of summer

### **9. Next meeting**

- a. 6/17/21 at 8:30 am at Town Hall

**Meeting adjourned 10:09.**

## **Virtual Motions and Approvals**

New members voted on virtually:

- 1. Dickenschrauf Plumbing out of Winchester – Not all votes received, unable to approve at this point