

## Board of Directors Monthly Meeting

April 28, 2015

Board Members present:

Scott Bertz, President	Barry McLeane
Eric Behnke, Vice President	Rita Mazur
Danna Johnson	
Stephanie McClellan	

Sarah Fischer, Chamber Director

Visitors: None

Meeting was called to order at 8:12.

Revisions made to agenda, motion was made by Eric, seconded by Barry and passed to approve the revised agenda.

Motion was made by Barry, seconded by Rita and passed to approve March 18, 2015 Board minutes.

### **Working Group Reports**

- Finance/Fundraising/Personnel- Sarah will be interviewing a possible intern for the summer Chamber position on Thursday, April 29, 2015.
- Marketing-
  - Eric gave update on meeting held April 13, 2015; need decision on logo.
  - Sarah updated the Board on the bike trail pass cards. They will be postcards that can be stamped in Manitowish Waters at The Chamber or Dietz's gas station. If riders receive stamps from all four townships, they will get a chance to win a prize.
  - Banners for the town will be ordered, goal to have up by July 4<sup>th</sup>.
- Logo – A logo has been chosen, the middle of the logo that is currently being used will stay the same, a thicker band with text around logo will be added.
- Labor/Housing- No update.
- Membership- Membership has increased to around 30% from a year ago. A ribbon cutting for Lakeside Living is being planned for after Memorial Day.
- Packages- Danna gave update of what the group is working and plans to have a web page and advertising out this summer for September/early October packages. Next meeting TBD. Sarah presented the idea of "Chamber Bucks" to the Board and how they can be incorporated with packages other and other advertising. Danna made a motion to set up a \$250.00 account at Associated Bank with Sarah and Julie as signers to begin "Chamber Bucks". Eric seconded the motion with a revision to begin the balance at \$500.00 ; motion passed.
- Events- Eric gave update of last events meeting and the group's 2 focus points-
  1. Create new events ( ideas: Dillinger Days, Mystery Dinner Theatre, Women's Empowerment Weekend )
  2. Improve on existing events ( ie: Blue Grass Festival, Bird Fest )

Discussion on 4<sup>th</sup> of July parade-

1. For safety reasons, the parade will not include Hw.51, it will start where it always has and end at the gravel pit.
2. No bands are able to attend parade, beginning time will remain the same, 1:00 PM.
3. Sarah will look into extra parade involvement- Cliff the magician, Suzy or TuTu Cute the clown.
4. Focus on getting businesses to participate in parade with floats.
5. Need MC for parade

Christmas for the town- Sarah shared Lioness desire to combine efforts with the Christmas tree lighting and Santa coming to town. Danna made motion to work together with the Lioness and combine Christmas for the town and Christmas tree lighting to be held the first Friday evening in December. Stephanie seconded motion and passed. Events committee to assign working group for event.

Musky Classic- Manitowish Waters to host this year. Help with food for the Sunday lunch will be needed.

Taste of MW- Rita shared concerns with having the event at Koller Park; parking, water, extra work on vendors.

Danna gave quick update on Solstice Festival, Sarah is starting to receive registrations and sponsorships. Fun Ride meeting and marketing meeting for festival scheduled for 04/29.

### **Financial Report**

- Hand out given of Manitowish Waters Chamber of Commerce Profit and Loss Overview, Sarah gave report. Room Tax was down 4<sup>th</sup> Quarter, but some checks still may be coming in.

### **Directors Report**

- Sarah went through director's report of inquiries, meetings and events attended, projects, upcoming events, promotional partnerships and facebook likes.
  - Inquiries down in March, most likely due to loss of snow.
  - Milwaukee Bike Show was a big success and hopes to do again.
- Summer hours discussed. Eric made a motion for Saturday Chamber hours to be 9:00 am – 12 pm for the month of May, 10 am – 2 pm June, July and August. Closed Saturdays September thru April. Motion seconded by Stephanie and passed.

### **Approval of new members**

Eric made a motion to approve all new members: Aberdeen Cabins, Associated Bank, David and Georgia McDonald (friend), seconded by Rita and passed.

### **Other Business-**

- Rest Lake Dam- John Hanson sent a brief update; tentative agreement that was made in March came back nothing close to what was agreed on. Response to be sent this week.
- Rest Lake Pavilion- John Hanson sent update; demolition of old pavilion may begin this week. Waiting on inspection report regarding roofing. Construction cannot begin until approval from the state on sanitary permit is given- expected mid-May.

- Chamber After 5- Over 60 attended Chamber after 5 at the Library. Upcoming Chamber after 5's-
  - Airport, May 21<sup>st</sup>
  - Parkside, June 11<sup>th</sup>
  - Lakeside Living, June 25<sup>th</sup>
- Chamber Presents- Customer service training by Jeff Anderson from the Dept. of Tourism on Tues May 19<sup>th</sup> at Aberdeen, 1:00. Please RSVP
- Chamber Information- a place for the public to view Chamber Agenda, Reports and Minutes is needed.

Next Board Meeting: Wednesday, May 20<sup>th</sup> at the Town Hall, 8:00 am.

Meeting adjourned at 10:22 am.