

Board of Directors Monthly Meeting

08/19/2015

Board Members present:

Scott Bertz, President

Eric Behnke, Vice President

Danna Johnson

Gail Voss

Rita Mazur

Judi Schmidt Arnold

Michelle Baer (via phone)

Sarah Pischer, Chamber Director

Visitors: John Hanson, Jama Boes - Associated Bank representative

Meeting was called to order at 8:02am

Motion was made by Judi Arnold to approve the August 19 agenda, seconded by Gail Voss

Motion was made by Eric Behnke to approve the July 22nd, 2015 Board minutes, seconded by Gail Voss

Working Group Reports

- Finance/Fundraising/Personnel-
 - **Town Building:** There was a workshop to discuss the addition to the town building, There is an idea to have an addition on the front instead of the back. Still working on best layout and design.
- Marketing-
 - Website Pages:** Following the Roger Brooks advertising plan, the Uline marketing department has given different options for the look and layout of the Chamber's website pages. Scott will work with Uline to discuss likes, dislikes and changes.
 - **Activity Guide:** Sarah presented ideas for the cover, the board discussed likes and dislikes of presented options. Jeff and Sarah will continue working on this project. Sarah suggested a rate increase for the ads in the activity guide and presented comparisons of other town's rates and sizes. Judi made a motion to accept ad increases as suggested, seconded by Gail and passed.
 - Appeal Letter:** Uline has offered to help again this year with an appeal letter, calendar and mailing. Board would like the letter to focus on fundraising for a building addition. Could the Board have a say in the pictures used for the calendar? Sarah will discuss with Amy Kobussen.
 - Bike Markers:** Scott showed pictures of what the bike markers will look like and where they will be placed. Using vinyl on the signs will allow for changes to be made easily. Formally naming the park down Red Feather road would be helpful with the signs. John will put on the town agenda.
- Logo – No report
- Labor/Housing- No report

- Membership- Rita made a motion to approve new members (Alan Judkins- friend, Party Bus- Great Northern), seconded by Judi and passed. Eric did not cast a vote because of his affiliation with Party Bus- Great Northern.
- Packages- Sarah has 2 fall packages advertised on the packages page of the website, a fishing package and a golf package. Plans to promote through facebook advertising as well.
- Events-
 - Volunteers Needed:** Bad Dash, Saturday April 5th and Musky Classic, Chamber is in charge of roasting corn and raffle picking on Sunday 09/13.
 - Event Apparel:** Eric made a motion to begin adding other apparel items, specific to Manitowish Waters events. Seconded by Judi and passed. Since Cranberry harvest season is starting soon, the idea to have cranberry themed apparel available at the Chamber and other businesses was suggested. It would not be dated. Sarah will have Jeff work on designs and get costs.

Financial Report

- Hand out given of Manitowish Waters Chamber of Commerce Profit and Loss Overview, Sarah gave report. Waiting on checks from room tax. A proposed budget will be presented at the next board meeting.

Directors Report

- Sarah went through director's report of inquiries, meetings and events attended, projects, upcoming events, promotional partnerships and facebook likes. Noted July phone calls and Walk-ins up a lot from last July. Sarah came back from the Pewaukee Boat show with great ideas for Manitowish Water's upcoming boat show. Received a lot of interest in the paved bike trail at Wisconsin State Fair.

Other Business-

- Rest Lake Dam- John Hanson gave a brief update; getting closer to a memorandum of understanding, hopefully by September
- Rest Lake Pavilion- Project moving along, projected to be finished September.
- Chamber After 5-
 - Hosts needed
- Chamber Board Recruitment- Three seats will be available this fall. Please talk to anyone you feel would be a good candidate.

Next Board Meeting: Wednesday, September 16th at The Town Hall, 8:00 am.

Meeting Adjourned at 9:27.