

Board of Directors Monthly Meeting 12/21/17

Meeting was called to order at 8:34am

Board Members present:

Elizabeth Gering, President  
Becca Bartling, Vice president (via phone)  
Frances Whitfield, Treasurer  
Danna Johnson, Secretary  
Rita Mazur  
Pat Pohl  
Barry McLeane

Sarah Pischer, Chamber Director

Visitors: None

Town Representative: John Hanson

Motion was made by Rita Mazur to approve the December 26, 2017 agenda, seconded by Pat Pohl and passed to approve the agenda.

Motion was made by Pat Pohl, seconded by Rita Mazur and passed to approve the November 29, 2017 meeting minutes.

### Working Group Reports

**Board Retreat Reminder:** The Chamber has planned a strategic planning session to reassess goals and the organization of the working groups. The meeting is set for Thursday 01/11/18, 11:00 AM, at The Lodge. A group of board members and Sarah Pischer met on 12/18 to create a guideline/agenda to be used at the retreat. Board members should bring a potluck item.

- Finance/Fundraising/Personnel- Following the town board discussion on the working group reevaluation, there will be a fundraising discussion.
- Marketing-
  - Sarah reported sport show planning has begun and suggested ordering MW bags again. Sponsorships on the bags will off-set the cost, the last run lasted 2 years. Sarah is working on the pricing.
  - Sarah reported Mercer will be joining the Heart of Vilas Bike System. The townships include Boulder Junction, St.Germain, Plum Lake/Sayner, Manitowish Waters and Mercer. The name will remain the same.
  - Pat Pohl suggested a picture board for locals and tourists to post pictures at, to be discussed at Retreat/working group committee.
- Membership-
  - Approval of new members-** Frances made a motion to approve new members: Nellie and Dick Hemming (friends) and JPD- Justin P Donner Warrior Project ( non-profit ). Pat seconded the motion, motion passed.
- Events and Packages-
  - Christmas for the town recap:** Community center was packed, 77 children visited Mr. and Mrs. Claus. About a hundred people were at the tree lighting in town. Beautiful evening for event.
  - Marvel in MW:** Posters are out, more continues to be added to the week's events.
  - New Event:** Pat Pohl suggested a Boat Scavenger Hunt. To be discussed at Retreat/working group committee.

## Financial Report

- Hand out given of Manitowish Waters Chamber of Commerce Profit and Loss Overview.
  - Through Centurytel, the Chamber has been upgraded with more internet speed and monthly charges are lower.
  - The Chamber's accountant is retiring, Since Biwan and Associates are new members, Sarah will discuss getting a quote from them. Right now, the Chamber pays \$450.00 a year.
  - This is the Chamber's third year to collect donations from the MW Calendar. Sales to date: \$,4698.95. Year 1: \$8,000. Year 2: \$11,000.
  - Membership: We need about \$3,000 more to hit budget.
  - Room tax is on track, should make budget.
  - Barry suggested investing some of the checking account balance into other areas. Sarah will talk with Huntington about options. To be discussed more at Retreat on 01/11/18.

Rita made a motion to approve the financial report, seconded by Pat and passed.

## Directors Report

**Activity Guide:** It's here! Looks great!

**Website update:** PDF of visitor guide will be going on the website. Becca wondered if we can get stats on what people are clicking on? Sarah will discuss with Scott.

**Internship:** Sarah will need to post position soon, board should get thoughts and suggestions for job description to her by Friday 12/29.

**Blue Raven Race Production Co.:** Rick Wilson is starting a company to help assist non-profit organizations with events already in place or kick off new ones. To be researched more.

## Other Business-

- **Town Chair Update-**
  - The first workshop, focusing on the town campus (town hall, fire hall, library, parking lot expansion...) took place on December 12<sup>th</sup>. About 20 -25 people attended and shared ideas. The next step is to have an architect come out to look at the area.
  - The new bike loop trail is moving along. Permits have been submitted and surveying done.
- **Chamber After 5-**
  - Downtown EAU properties on 12/07/17: Raffle proceeds raised over \$300.00 for the Vilas County Humane Society.
  - January 10,2018: White Oak Grill. Raffle proceeds will go to the Scholl Community Impact.
- **Upcoming Board meetings-**
  - Jan 18<sup>th</sup> 8:30
  - Feb 15<sup>th</sup> 8:30
  - March 22<sup>nd</sup> 8:30

Meeting adjourned at 9:54 AM.