

Board of Directors Monthly Meeting

February 18, 2015

Board Members present:

Scott Bertz, President

Eric Behnke, Vice President

Michele Baer

Judi Schmidt

Gail Voss

Danna Johnson

Stephanie McClellan

Sarah Pischer, Chamber Director

Visitors: Kevin Griffith

Meeting was called to order at 8:00.

Motion was made by Eric, seconded by Gail and passed to approve the agenda

Motion was made by Judi, seconded by Michelle and passed to approve January 21, 2015 Board minutes.

Working Group Reports

- Finance/Fundraising- No meeting date for group has been set yet. Eric reported the town did not approve proposed chamber space. Kevin suggested the old school on Hwy 51 as an option, possibly combine efforts with the historical group to have a museum there as well. This idea should be discussed at the Finance/ Fundraising meeting. Danna will notify Kevin when a meeting is set, should he want to discuss this more with the group.
- Marketing- Scott gave hand out of priority list the group developed
- Logo – Stephanie gave summary meeting. Majority of group would like to keep the Manitowish Waters logo that is already in place and being used. Eric made motion that it is Chamber's recommendation to move forward with the MW logo we already have and develop the Style Guide, seconded by Gail and passed. Eric will send out e-mail to branding committee.
- Labor/Housing- Gail reported private investors are handling some of the housing issues. Scott gave idea to have applications for employment available through The Chamber.
- Membership- Judi will get the Ambassador committee going again to welcome new businesses in March. Shooting to schedule meeting for last week in April. Possibly get out membership surveys in May. There was a discussion about changing bylaws to allow for early ballot voting prior to the annual dinner. A motion was made by Judi to keep the bylaws the same and review again after next election, seconded by Gail and passed.
- Packages- Danna gave summary of the meeting. Idea to incorporate Bay Lakes into web page was discussed. Sarah will contact Bay Lakes about the possibility of doing a presentation. Wait to schedule another meeting until they have researched Bay Lakes as an option.
- Events- Eric gave summary of Events meeting. Sarah proposed possibly moving 4th of July parade later for a variety of reasons, possibility of marching band, keep people in town longer for when Music in the Park begins, give vendors more time to sell merchandise, time TBD. A different route with more safety precautions was discussed as well. Discussion to move the July

Taste of Manitowish Waters to Koller Park was discussed. Judi made a motion to move The Taste, seconded by Eric seconded and passed. Danna updated Board on bike event group. The group will be making a decision to move forward with a family fun ride on June 20th at their next meeting scheduled for 2/19 at 4:00.

Financial Report

- Hand out given of Manitowish Waters Chamber of Commerce Profit and Loss Overview, Sarah gave report.

Directors Report

- Sarah went through director's report of inquiries, meetings and events attended, projects, upcoming events, promotional partnerships and facebook likes.
- Sarah is working to complete Lodging statistics, so The Board and working groups know capacity of rooms in Manitowish Waters.
- Biking brochure completed and distributed to members.

Other Business-

- May Mailer- Sarah reported two quotes given by Hahn and Five Star Marketing, a 50.00 difference. A motion to go with Hahn was made by Eric, seconded by Judi and passed.
- Rest Lake Dam- Monday 2/23 meeting , DNR hearing at Town Hall about moving the Bike Trail
- Rest Lake Pavilion- a Town Board vote will be held 3/10 at 6:00 PM.
- Chamber after 5- Judi will talk with Ye Olde Shillelagh about hosting in March, possibly 9th or 11th?
- Vilas County Annual Dinner- Record breaking numbers at this year's dinner.
- Town Election Debate- Monday , March 16 at 6:30 pm
- The way we worked- April/ May Exhibits in Ironwood/Hurley offer us an opportunity to have a presence in it and be part of it. Sarah will e-mail more info on.

Next Board Meeting: Wednesday, March 18th, Town Hall, 8:00 am