

## Board of Directors Monthly Meeting

02/18/16

Board Members present:

Gail Voss, President

Elizabeth Gering, Vice President

Danna Johnson, Secretary

Sarah Pischer, Chamber Director

Stephanie McClellan

Michelle Baer

Rita Mazur

Linda Long Wohlleber (via phone)

Barry McLeane

Town Representative: John Hanson

Visitors: None

Meeting was called to order at 8:02

Motion was made by Rita to approve the January 21<sup>st</sup> agenda, seconded by Barry and passed to approve the agenda.

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

### **Working Group Reports**

1. Finance/Fundraising/Personnel-
  - No Report
2. Marketing-
  - Working Group Meeting: Re-capped to-do list. Working on getting on Instagram, moving ahead with the branding/ style guide, scheduling a photographer for events, focusing on south side of town; possibly get a kiosk there.
3. Membership-
  - Group discussed importance of keeping members happy and always working at getting new members. Letters the group will be using to potential members and to potential friends of the Chamber were passed out. New members will be receiving a Chamber tote with an info pack: decal, Activity Guide, lists of organizations, list of information available at the Chamber, important phone numbers... Linda recommended Realtors have these packets available to give to new home owners to become friends of the Chamber.
4. Packages
  - Getting final details organized for upcoming spring packages, deadline to begin advertising: March 1<sup>st</sup>.
5. Events-
  - Had an all events meeting, discussed Chamber events for new members, discussed thoughts and ideas.
  - Wooden Boat Show: Waiting on information from Al Hanley about sponsorship/advertising options and Little Bohemia's response to pier repairs.

### **Economic Development Group Reports**

- Labor/Housing- Stephen Bartling submitted an update reporting the group is gathering data to see where their focus should be. A survey has been created to collect this data. Please share this survey. The group also suggested The Chamber possibly hold a forum to discuss rental housing in Manitowish Waters.
- Education/Recreation- Group met and will be talking with businesses to get thoughts and ideas.
- Arts- John Hanson reported Barbara and John McFarland will be attending a seminar in Madison on March 9, it will be about the effect arts have on economic development.
- Technology/Business- John Hanson reported the group is trying to work with Centurytel to get better wi-fi and bandwidth; another tower? Possible grants available?

### **Financial Report**

- Hand out given of Manitowish Waters Chamber of Commerce Profit and Loss Overview. 4<sup>th</sup> Quarter room tax was up, even with the warm conditions in December. Linda suggested possibly moving some of the checking account funds into CD's. Gail and Sarah will work with Cathy on this. Cathy, the accountant, has all Chamber year end completed and filed.

### **Directors Report**

- Sarah went through director's report.
  - May Mailer: Goal to get out earlier this year, by May 1<sup>st</sup>. A motion was made by Michelle to use Hahn Printing for the mailers and accept their pricing, seconded by Barry and passed.
  - Internship: Two resumes have come in so far, Sarah will interview one when she is at the Milwaukee Sport Show and schedule other interviews as well.
  - Saturdays: Should the Chamber office be open on Saturdays? Sarah read off the amount of calls and walk-ins received Saturday's last summer. The Board will re-address at the March meeting.

### **Other Business-**

- Town Chair Update:
  - Parks and Trail Committee : John reported the group is working with Pitlick and Wick on the design of the access road and the boat landing parking lot at Rest Lake Park. Improvements for Serbin Park and Star Lake Beach Park are being discussed. Bike trail expansion will focus on attaching to Mercer when they are ready and then continuing it down 51 south.
  - Historical Society: They were happy with the Chamber after 5 event, possibly host another in August. Would also like to have a spring event. Plans to coop with Chamber for Dillinger Days.
  - Website: Town is about to go live with new website
- Chamber After 5-
  - No one scheduled for March yet. Sarah is looking into having businesses coop together to host.

### **Next Board Meetings:**

- March 31, 8:00 AM at the Town Hall
- April 28<sup>th</sup>, 8:00 AM at the Town Hall
- May 19<sup>th</sup>, 8:00 AM at the Town Hall

Motion to adjourn meeting by Rita, seconded by Michelle and passed.