

Board of Directors Monthly Meeting

01/19/17

Meeting was called to order at 8:34

Board Members present:

Elizabeth Gering, President	Becca Bartling
Linda Long Wohleber, Vice President	Rita Mazur
Danna Johnson, Secretary	Stephanie McClellan
Azael Meza, Treasurer	

Sarah Fischer, Chamber Director

Town Representative: John Hanson

Visitors: Carrie Wilson, Camp Jörn YMCA director. Carrie introduced herself and shared her excitement to be the new director at Camp Jörn and a new resident of Manitowish Waters. Board members introduced themselves and welcomed her to the area.

Motion was made by Rita to approve the January 19th agenda, seconded by Danna and passed to approve the agenda.

Motion was made by Stephanie, seconded by Linda and passed to approve the December 15, 2016 Board minutes.

Working Group Reports

- Finance/Fundraising/Personnel-
John reported the town is getting closer finding an architect to look at the expansion project for the town hall.
- Marketing-
Working Group: The working group has been working on the style guide; instructions on the correct use of the Manitowish Waters logo. Stephanie will bring the style guide to next meeting for the Board to see. The group is re-organizing the priority list, originally created from Roger Brooks Plan.
Advertising for MW: Stephanie reminded all to share any good advertising publications with Sarah, so she can help spread the word through the Chamber.
New Marketing promotion: Spinning off "Where's Waldo?", Elizabeth's dog who is on the cover of the activity guide, will be photographed in different places throughout Manitowish Waters with the idea being, "Where's Sunny?"
- Membership-
Approval of new members- No new members
- Events and Packages-
Marvel In Manitowish Waters- Azael gave re-cap of Winter Play day, co-sponsored by The Discovery Center and The Chamber. Successful event; averaged over 400 people attended. May want to end chili a little sooner next year. Chamber was over budget from donations.
Winter Rendezvous- Elizabeth attended the Sno Skeeter meeting and offered the Chambers help with the event. This year, the Chamber has created a package and is helping promote the event. Next year, the Chamber hopes to help add more to the event, will discuss options following this year's event.
Wooden Boat Show- Wednesday, Feb. 8th, 8:30

Economic Development Groups

- Labor/Housing- John will talk with Steve Bartling to set up a meeting date.
- Technology/Business-
Centurylink- John reported, once is everything hooked up (March), the group will plan a meeting with Centurylink on the impact it will have for Manitowish Waters and any future plans.
- Arts-
Francis has started "Create Art", free, open to the public, meets twice a month at the town hall.
- Education/Recreation- Azael would like to look into getting economic data on Manitowish Waters area, it was suggested to reach out to Chris Stark, UW Extension.

Financial Report

- Hand out given of Manitowish Waters Chamber of Commerce Profit and Loss Overview. Sarah highlighted areas of activity; third quarter room tax up \$7,000 from last year, calendar sales up from last year- donations are still trickling in. Sarah is working with the accountant on year-end figures and starting to file taxes. Taxes need be filed differently this year. Azael made a motion to close the petty cash account and move the funds into the checking before Huntington takes over First Merit in February, Linda seconded the motion, motion passed. Danna made a motion to approve the financial report, seconded by Rita and passed to approve.

Directors Report

Town Candidate Forum 2017- Chamber host's the Candidates Forum, a date has been set for Wednesday, March 8, 2017. Questions will be turned into the library. Sarah will approach Eric Johnson from the FYI to ask the questions. The Chamber will re-cap the process following the forum to see if changes need to be made.

Sport Shows: Sarah will kick off sport shows the weekend of 01/20/17 in Chicago. Manitowish Waters will also be represented at Green Bay and Milwaukee.

Internship position: Sarah passed out the job description that will be posted, Becca suggested adding "flexible daytime schedule" and to broaden the fields of studies it is being posted on. Pass on any other suggestions to Sarah. Finding housing for the intern is the biggest obstacle when hiring.

May Mailer: Hahn Printing has come back with a quote \$12.00 higher than last year. The Chamber will continue to use Hahn for this year's mailing. The goal is to have it out by Memorial Day weekend.

Vilas County Chamber Dinner- Thursday, February 16, Gateway Lodge, Land O Lakes

Other Business-

- **Town Chair Update-**
 - Main project is with the planning commission, working on the comprehensive plan. Over 200 responses were received from the survey sent out. They will be putting the results online.
 - Rest Lake Park: Would like to hire a professional to look at the 11 acre sight and come up with a plan.
 - Bike Trail: State will make a decision on the trail, based on the January 10 meeting, there is more support for the loop than opposition. The decision will hopefully be made in the next month. Bike Trail Inc and the state would have the maintenance agreement.
- **Chamber After 5-** Next scheduled one is February 2 at Camp Jörn YMCA. Summer Chamber After 5's reserved: Trout Lake Golf Course, Cranberry Square, Redman Realty, Historical Society.

Next Board Meeting: Thursday, February 16 - 8:30 at The Town Hall.

Meeting Adjourned at 10:12