

Board of Directors Monthly Meeting

11/18/2021 - Zoom

1. **Meeting called to order at 8:37**
2. **Board Members Present:**
Frank DiLeonardi, President
Kristin Beischel, Vice President
Jan Santarius, Treasurer
Abbie Schultz, Secretary
Linda Long
Angie Nicol
Dan Stella
3. **Board Members Not in Attendance:**
Chris McMurray
Mike Hoefler
4. **Others in Attendance:**
Executive Director: Patty Gauthier
Assistant Executive Director: Carri Chapman
Town Chair: John Hanson
5. **Approval of Agenda:** Changing date from Strategic Planning meeting from Dec 18th to the 15th. A motion was made by Dan to approve the November 18th, 2021 agenda. Seconded by Jan. Agenda approved.
6. **Approval of Minutes:** Changes to minutes: 7. Nominations – votes were unanimously passed. 9. Remove candidates names. 10. Town Chair Report was delivered by Patty. Motion was made by Dan to accept the October minutes. Seconded by Kristin. October minutes approved.
7. **Introduction of new Assistant Director.**
 - a. Carrie Chapman
 - b. Lots of social media and programming experience.
8. **Committee Reports**
 - a. **Governance and Finance**
 - i. Treasurer's Report
 1. Patty called Huberty – awaiting response regarding updated codes and budget for new year.
 2. Almost \$30,000 in membership dues in.
 - ii. By laws – Clarification regarding Sec 6 and Voting
 1. If someone owns multiple businesses, they get a vote with each business
 - iii. Members of Committee: Linda (Chair), Frank, Kristin, Jan
 - b. **Membership**
 - i. Reviewed scorecard
 - ii. Members of Committee: Dan (Chair), Frank, Mike
 - iii. Listening Exercise
 1. Members are receptive
 2. Feedback has been valuable
 3. Please write up anonymous summaries
 - c. **Marketing**
 - i. Visitor's Guide

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1. Final mock-up should be ready 11/19.
 2. Moving along, but not as quickly as we had hoped due to the quality of paper we selected. It is not available until the 14th or 15th of December.
 3. Should have initial print for Marketing Committee the 16th or 17th. Should go to print on the 23rd for the final proofing.
 4. Patty will reach out to members when we are sending out ad proofs.
 - a. If a member does not receive a proof, but believes they have an ad – they should contact the Chamber Office immediately.
 5. Should be available by the 1st or 2nd week of January.
 6. There is a step in the process where the ads will be going to the advertisers to proof their ads.
 - a. Patty will get deadline dates for proofing and returning any changes from 5-Star.
 7. Marketing Committee will do a deep dive review regarding prices and numbers next year to prepare for 2023 guide.
- ii. Apparel Sale
1. 11/17-11/30 (or while supplies last)
 2. Advertise through newsletter and electronic sign outside of Chamber
 3. Talking with selling on Dock N' Shop
 4. Working on front retail area designs with Amy Kobussen
- d. **Events**
- i. Trunk or Treat
1. Turn out was incredible
 2. Distributed left over Cran-A-Rama treats
 3. Need a portable Chamber sign or banner for “traveling” Chamber events
 - a. Sandwich Board?
- ii. Christmas on the Town
1. 12/3/21
 2. Need many Volunteers
 - a. Check w/ the Alliance – especially the Tree Lighting
 - b. Camp Jorn - short staffed that they may not be able to help
 - c. Discovery Center – short staffed, may not be able to help
 - d. Check w/ North Lakeland for teacher volunteers
 - i. Email to parents?
 - e. Barry Mclean – games
 - f. Barry Hopkins is offering Hot Chocolate (Dan will ask if he is willing to make chili instead)
 - g. Contact Bob to have a fire at the tree lighting
 - h. Ty Rayala – Speaker and microphone
 3. We have a Santa an Mrs. Claus at the Community Center
 - a. Not a drive thru this year
 - b. There will not be a bus driving from Community Center to Koller bus – family must provide transportation
- iii. Marvel in Manitowish
1. Horse Drawn Sleigh at Discovery Center
 - a. Dec 29th from 11am – 2pm.
 - b. \$650
 2. Open Skate at North Lakeland manned by EAU again

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- iv. Mani-Wish Donation
 - 1. Patty to clarify if money or baskets
 - 2. Meeting tomorrow at 8am at Chamber Office

1. Director's Report:

a. Calendar

- i. Chamber is not involved with it this year – Uline will handle
- ii. Relationship with Uline/EAU continues to blossom
- iii. Proceeds from last year (\$16,000)
- iv. Youth Center
 - 1. Fire Door
 - 2. Replace/fixing physical structure
 - 3. New lighting w/ cages
 - 4. Astro turf, net, and batting cages set up
- b. Wisconsin Fall Tourism Conference Report
 - i. Able to network with regional people in similar positions
 - ii. Member employment needs is a consistent issue throughout area
- c. Strategic Plan Retreat/Facilitator
 - i. December 15th, 2021
 - ii. 1 person is committed thus far to facilitate
 - iii. Patty has reached out to 2 others who have not received call backs
- d. Reducing Number of Newsletters during Winter Months
 - i. Dec-March reduce to every other week
 - ii. Patty will advise the membership in next newsletter and adjust as necessary

2. Town Chair's Report:

- a. Tax increase of \$308
- b. Broadband Webinar
 - i. Working on creating a survey to send to Manitowish Waters
 - 1. Funding – Tax levy or individual?
 - 2. Current speed you get?
 - 3. Survey will go out both by mail and electronically to get both year-round and seasonal
- c. ATV/UTV Discussion
 - i. Vilas County HWY Board meeting
 - 1. Boulder Junction and Plum Lake
 - a. Voted to recommend opening roads in both towns
 - i. Will be voted on by entire board at January meeting
 - b. Manitowish Waters to be voted on by the County Highway Commission 12/2, and all towns will be voted on by the Vilas County Board in January.
 - c. Barry Hopkins contacted MW Chamber to discuss ATV/UTV
 - i. Patty crafted email, directed further questions to Frank
 - 2. Master Plan for trails in MW
 - a. West Circle Lily Rd from Iron County to downtown
 - i. Approved years ago

Next Meeting: December 15th, 8:30-12:00pm at Town Hall.

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Abbreviated Board Meeting and Strategic Planning to follow.

Meeting Adjourned at 10:05 am.