

Board of Directors Monthly Meeting

1/20/2022 - Zoom

1. **Meeting called to order at 8:33**
2. **Board Members Present:**
 - Frank DiLeonardi, President
 - Kristin Beischel, Vice President
 - Jan Santarius, Treasurer
 - Abbie Schultz, Secretary
 - Mike Hoefler
 - Linda Long
 - Chris McMurray
 - Angie Nicol
 - Dan Stella
3. **Others in Attendance:**
 - Executive Director: Patty Gauthier
 - Town Chair: John Hanson
 - Rita Mazur
 - Arlene
 - Beckie Gaskill
4. **Approval of Agenda:** A motion was made by Dan to approve the January 20th, 2022 agenda. Seconded by Jan. Agenda approved.
5. **Approval of Minutes:**
 - a. Addendum to November Minutes:
 - i. Frank made a motion for \$500 to cover the outside facilitation for the January 2022 Strategic Planning Retreat. Angie seconded the motion. The motion was approved for the \$500, the November 2021 Minutes and the Treasurer's Report.
 - b. No Minutes for December 2021 – meeting was canceled.
6. **Committee Reports**
 - a. **Marketing**
 - i. Visitor's Guide
 1. Beautiful – looks professional and reads as a magazine
 2. Will be receiving about \$1,500 after everything is said and done
 3. Recap:
 - a. Outsourced ad sales
 - i. Nice for staff members to not manage ad sales, but transition mismanaged. Moving forward this process would be a lot more seamless.
 - b. Five Star did not edit/manage layout and copy – that was labor intensive for Kristin and Frank.
 - i. This may be a one-time process – a huge transition was made
 - c. Moving forward – we need a better timeline for the Visitor Guide process – it gets very rushed at the end
 - d. Five Star (especially Denelle) has been very supportive and helpful
 - e. There was one phone number in the Visitor Guide that needs to be manually edited out

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- f. Given the new structure of the Visitor Guide this year, there are ads in the 2022 Visitor Guide that are not Chamber Members. Moving forward, ads will be for members only.
- ii. Uline Calendars
 1. Patty has been in touch with all those involved at Uline/EAU regarding the calendars.
 2. Some community members have not received them – Patty is collecting names and addresses, and Corporate will send calendars to Patty to mail.
 3. Next year – EAU will provide intact packets to the Chamber to send out to community members who may have been missed in the original mailing
 4. Chamber will be receiving calendar funds
 - a. Yet to be determined on where funds will be given
- b. **Membership**
 - i. In our bylaws, we vote for/against member applicants
 1. What criteria are we voting on?
 2. Possibly have potential members sign some sort of statement that they will be a member in good standing
 - ii. Scorecard Review
 - iii. Membership Stickers
 1. Some members who had not renewed were put on a list that GrowthZone produced for our sticker mailing list.
 - a. Working with GrowthZone to figure out how to correct this
 - iv. GrowthZone
 1. Chamber staff is continually learning and adapting to the program
 - a. Many new benefits coming to light
 - b. Much more efficient than 4+ places to enter member information
 2. Some members still have not logged in
 - a. This is a whole new operating system compared to how things have historically been done
 3. GrowthZone is not central to most businesses' daily operations or communication/messaging, so could be a harder buy in.
 4. More explicit training needed
 - a. Upcoming Chamber After 5?
- c. **Events**
 - i. Next Meeting
 1. 1/27/22 11am – 12pm at EAU Offices
 - ii. Championship Bass Tournament (Beckie Gaskill)
 1. Historically - 36 Teams – 72 Anglers
 - a. 2 anglers brought other tournaments to town after this
 2. Sponsors will be on banners, in emails, and on social media
 3. Any money donated goes towards payouts for the championship
 4. Chamber will discuss further at next meeting regarding support through advertising or possibly refreshment tent
 5. We suggest that Beckie ask the town if they have room in their budget for sponsorship
 - iii. Christmas for the Town
 1. Overall a success

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2. Looked different than previous years – Covid had an effect
3. Lost a lot of the kids due to bussing
- iv. Marvel in Manitowish
 1. Kids loved it
 2. Sleigh was a success
- v. May Event: Car, Boat, Canoe, Motorcycle, Outboard Motor show (5/28)
 1. Possibly improved marketing for show?
 2. Need to discuss day-of logistics

1. Director's Report:

- i. Vilas County Chamber meeting
 1. Met with new Presque Isle Director – Kim Prott
 2. Coop Advertising/Community Campaign
 - a. April – Heart of Vilas County trail, September would remain the same (WinMan), and December would be the Discovery Center
 3. Vilas/Oneida Map is up for reprinting
 - a. Board is not allowing nonmembers to advertise on the back of the map
- ii. Summer Intern
 1. Rylie will not be returning
 2. What are we looking for in an intern? Do you know someone who would benefit?

2. Town Chair's Report:

- a. Lumen – Need to rewrite proposal with corrected town numbers.
 - i. Survey sent out gives good support so far that taxpayers would pick up cost to upgrade
 - ii. These surveys are still open until tax bills are due
 - iii. Deadline for this grant cycle is end of march
- b. Emergency services
 - i. Good support for combining services for 4 townships within area
- c. ATV/UTV
 - i. There was a meeting on 1/19/21 in Boulder Junction regarding whether the townships think it's appropriate for the county to make a mandate for the towns without discussions with the individual communities
 - ii. Meeting next Tuesday with County Board – the towns are suggesting the county takes no action so we can meet independently within our towns and get input from communities before moving forward

Next Regular Board Meeting: February 17, 2022, 8:30 am to 10:00 am, via ZOOM
Meeting Adjourned at 10:00 am.