

Board of Directors Monthly Meeting 7/21/2022

1. Meeting called to order at 8:30am

Board Members Present:

Frank DiLeonardi, President
Kristin Beischel, Vice President
Jan Santarius, Treasurer
Dan Stella
Linda Long
Mike Hoefler
Angie Nicol
Chris McMurray - by phone call

Others in Attendance:

Executive Director: Patty Gauthier
Assistant Director: Kelli Straubel

2. **Approval of Agenda:** Added the discussion of goals for next fiscal year. A motion was made by Dan to approve the amended July 21st, 2022 agenda. Seconded by Kristin. Agenda approved.
3. **Approval of Minutes:** Motion was made by Dan to accept the June minutes. Seconded by Kristin, June minutes approved.
4. **Introduction of Seasonal Office Assistant** - Elizabeth Hamer
 - a. Great addition to the crew. We hope she comes back to visit while in school.

5. **Committee Reports:**

A) **Governance & Finance:**

- a) Treasurer's Report
 - i) Huberty has finished Quickbooks cleanup = \$300
 - ii) Patty/Kelli Reconciled - everything is great
- b) Budget Meeting - August 9th, 2022
 - i) Budget we are at now has unneeded expense categories
 - (1) needs to be changed to reflect the new budget
 - (2) Patty/Kelli work through before meeting
 - ii) Room Tax year coming to end
- c) Goals
 - i) Rediscussed original goals but still need further clarification
 - (1) Strengthen, Implement, Informational Center
 - ii) Ideas to achieve goals
 - (1) New events
 - (a) Patty/Kelli talking about smaller events during shoulder seasons
 - (2) Demographics
 - (3) Donate to current organizations (Youth Center, Community Garden, Little Star Beach)
- d) Board Terms Reviews/Intentions - 5 people are up for re-election
 - i) Linda and Dan appointed to the nomination committee
 - (1) Mike is undecided
 - (2) Jan will not run again
 - (3) Chris wants to run for another two year term
 - (4) Abbie is unknown
 - (5) Frank is leaning towards not running

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- ii) Recruitment of new members were discussed

B) Marketing:

- a) Apparel
 - i) Waiting on Long sleeves
 - ii) Hooded sweatshirts arrived 4th of July
 - (1) Great sales because they say "Manitowish Waters"
- b) Postcards from Sandra Cashman - selling well
- c) 2023 Visitor's Guide
 - i) Multiple seasons blended into one photo
 - (1) Reach out to Shelley for photos
 - (2) Photoshop a few photos into different seasons
 - ii) Keep control of Ad Prices in contract
- d) EAU Calendar 2022-2023
 - i) No event dates
 - ii) Donation spot will be clarified
 - iii) Insight to money
 - (1) Little Star Beach ADA accessible
 - (2) Volleyball courts from Youth Center
 - iv) Waiting on final donations from 2021-2022

C) Membership: New Members:

- i) Frank B Koller - Unanimously approved
- ii) Scholl Community Impact - Unanimously approved
- iii) Tip-ups Takeaways - Unanimously agreed
- iv) Abbie Schultz - Unanimously approved
- b) Total Members - 217
- c) Chamber After 5
 - i) Skiing Skeeters
 - (1) Less than ½ were members and were not interested in becoming
 - (2) Events Committee will look at the issue
 - (3) Too many during summer. Cut back on the amount per month
 - ii) Next one is August 10th at Manny's
 - iii) Added September 28th at Sportsman's Motel and Resort
 - iv) Annual Dinner
 - (1) John is meeting with Patty on Monday to discuss plans for White Oak Grill
 - (2) Looking at the week of Oct 3rd - 7th

D) Events:

- a) July 4th Celebration and Parade
 - i) 200 paid kids in tent
 - ii) Lions big sales
 - iii) Tip-Ups sold out
 - iv) Crafts not in big numbers
 - (1) Huge craft show in St Germain
 - v) Parade - concerns but have been addressed

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- vi) Volunteers
 - (1) Get the word out to community members - letters, posters
 - (2) Events committee will help out with how to do so effectively
- vii) Staging - give order to all the floats in advance
- viii) Leave Kelli at the Chamber and Patty goes downtown before parade

6. Director's Report:

- a) New computer- Will be put in the budget and the budget will be approved
- b) Downtown Kiosk - is the Chamber's,
 - i) Coming up with a new location and plan to move it
 - ii) Add old MW Chamber of Commerce sign on top of it
- c) Vilas County Department of Tourism facing elimination
 - i) Collaborating chambers are pushing to keep the position open. Trickle down effect will take place on all chambers if position is eliminated

7. Moved to Closed Session at 9:55

8. Open meeting adjourned at 9:55 am.

Next meeting will be held 8/18/22 at 8:30am at the Town Hall.