

Manitowish Waters Chamber of Commerce

Board of Directors Meeting

Thursday- September 15, 2022

8:30 am 10:00 am

Town Hall Community Center

1. Meeting Called to Order 8:32am

Frank DiLeonardi

Kristin Beishel

Dan Stella

Mike Hoefler

Angie Nicol

Chris McMurray

Executive Director: Patty Gauthier

Assistant Director: Kelli Straubel

Town Chair Person: John Hanson

2. Approval of Agenda for September 15, 2022 Motion to approve agenda by Dan, seconded by Kristin.

Agenda approved

3. Approval of Minutes from August 15, 2022 Motion to approve minutes by Chris, seconded by Kristin.

Minutes approved

4. Committee Reports

A. Governance and Finance – Linda and Jan

I Treasurer's Report – Motion to approve made by Chris seconded by Kristin

a. Monthly budget and account balances as of September 7th

1. \$30,000 over as of now mostly from Room Tax
2. Expenses \$4,400 over

b. Proposed budget for FY 2022-2023 – Approved 9-0 by board by email after meeting

1. Patty, Chris, and Kristin sat down to figure out a strategic plan to make the budget be a part of the strategic goals
2. Red lined some previous events or categories. Added some new categories that make sense.

II Governance Report – Linda and Dan (as Nominating Committee)

a. Potential candidates for Board positions:

1. Carrie Hamer – Running
2. Derick Watson – Has declined
3. Brooke Veldt – Running
4. Chris and Abbie – Running
5. Kelli is moving to EAU – Possibly a candidate

B. Marketing – Kristin, Chris, and Patty

I Update on 2023 Visitor's Guide ad purchases

1. Reaching out to 5 Star about final costs with delivery and if we are getting a kick back
2. Dan Page- Lacrosse Graphics \$35,000 for next year

II Liz Uihlein's input for 2023 Visitor's Guide (see attachment)

1. Jessie Renwick has been in contact – She will send pictures we may want to consider
2. Board likes 4 seasons on the cover, Liz likes summer picture with people in front

C. Membership – Dan, Mike, and Frank

I New member(s) to be approved: Unanimously Approved

- a. Adrina Hanson of Norse Lodge - Dan made motion to approve, Kristen seconded
- b. Membership renewals sent via Growth Zone – Issues with Growth Zone sending emails out

II Annual Dinner and Meeting (Tuesday, 10/11/2022)

- a. Invitations mailed to all current members (09/07/2022) RSVPs coming back
- b. John McGraw assures all is in place

D. Events – Angie, Abbie, and Patty

I Fall Festival Great responses

- a. Analytics: FaceBook: People Reached = 17914, Responses = 873, Planning to Attend = 51, Majority of Responders = Women/35 to 44 years old

II Proposed new events: Snowshoe Romp (Feb), Mystery Murder Party (March), and Collaborative Community Heart of Vilas Bike Trail Ride (April/May)

III Chamber after 5

- a. WinMan – 67 total attendances, 37 were not members
- b. Rustic Road Haus/UTV & ATV (09/14) – review 17 people
 1. Done nicely Rich came in before the event to help get a better idea on how CA5s are done
- c. Sept. 28th - Sportsman Inn & Motel with The Norse Lodge (both sponsoring MECCA)
- c. Oct 12th – available (unsuccessful in contacting Manny's for rescheduling)
- d. Nov 16th – Camp Jorn (Camp Jorn)
 - Nov 30th - The Lodge & EAU Holdings (MW Historical Society)
 - Dec 14th – Lakeside Living & Goldsworthy REMAX (MWWSL)

5. From the Executive Director's Desk

I. Downtown Kiosk

- a. Year– to- Year Lease
- b. \$100/month or \$1200
- c. 20' x 20' space
- d. Options - Rest Lake Park, Koller Park, trail head, boat launch, leave it and turn it 90 degrees
- e. Signage – “Visitor Information” vs “MW Chamber of Commerce”
- f. Thoughts on other option Chris buy it? Or donate it

6. **Manitowish Waters Town Updates** – John Hanson

- Broadband company changes from Lumen to Brightspeed. They will be prepared to make a proposal to have service come to MW. Other proposals from other companies may be a possibility
- Airport – received bid. 3 private individuals and a t hanger project
- Little Star Beach: waiting to hear from DNR before further action
- Ambulance – company is looking into all four towns and how to best serve emergency medical services.

7. **Next Board Meeting** – *Election of Officers*: Thursday, Oct. 20, 2022, 8:30 am to 10:00 am, Town Hall Community Center

8. **Meeting Adjourned** 10:11am