

Siren Chamber of Commerce  
Board of Directors Meeting Minutes  
Monday, January 9, 2017  
Siren Village Hall

**Call to Order 12:08pm**

**Present:** Ranae Beers, Blurette Puchner, Rich Tims, Joan O'Fallon, Mary Smoliak, Chris Moeller (non-voting)

**Secretary's Reports:** December 12<sup>th</sup> Board Meeting Minutes were approved with a Puchner, Tims motion.

**Treasurer's Report:** 2016 Calendar Year Reports were approved with an O'Fallon, Puchner motion.

**Board Action Required:**

- Fill M. Golke vacancy: Nomination of Mary Smoliak, Boone Docks Marine, approved with a Puchner, O'Fallon motion.
- Mary Smoliak volunteered for the Board Secretary position and started with today's meeting.
- Tabled - "Why join the Siren Chamber": Brainstorm 'our story' to promote membership to both existing & new businesses.

**Old Business**

**1. Events Reviewed**

- a. Christmas in Siren: Big Bundle Up – 277 items donated, including 37 new jackets from Yourchuck's!
- b. Siren Destination Wedding Fair: 28 Vendor booths to date; marketing launched including Facebook ad in 3 regions (Twin Cities, Twin Ports, and Eau Claire) each with 50mile radius; Chris/Jake met on booth layout; need volunteers for the registration table from 11am-3pm to handout welcome bags, program booklet, and grand prize drawing entries.
- c. AWSC 'Celebrate WI Snowmobiling & VIP Ride' - Feb 19/20: Businesses invited to offer coupons.
- d. Taste of Siren in May (non-profit Faith's Lodge): Sara to provide prior letter sent to non-profits which will be updated for 2018 & beyond and issued soon.
- e. Music in the Park: 11 of 14 bands confirmed; several pending.
- f. July 3<sup>rd</sup> Street Dance: Sales Tax no longer required per Rochelle. Board wants to keep the event the way it was last year due to ease of setup/management. Band=Intuition.
- g. Chamber Scholarship: Evaluate tie to Royalty 'Ambassador' – Jan: Georgia, Blurette, Matt, & Chris.

**2. 2016-2017 Membership**

- a. 77 Businesses (vs. 84) including 2 new (vs. 8), 1 new owner (vs. 2), & 2 lapsed members; 11 Non-profit paid (vs. 13); 1 Individual (vs. 2) – 9 'tentative' memberships, with website update pending.
  - i. 2017 Chamber member stickers distribution continuing.
  - ii. New Member Welcomes: Gary's Rude Café, Roosevelt Hills, Firefly Village, & Better Than New.
  - iii. Credit card renewal offered online this year, with auto-renewal invoicing for memberships.
- b. Member Meetings – bi-monthly educational 'lunch & learn' sessions:
  - i. Chris will be emailing reminders. BCTC members may be attending the 1-17-17 event even though it's Siren focused.
  - ii. 2017: Jan 17 – Julie Fox, NEW Regional Tourism Specialist for NW WI; 5 pm at Northwoods Crossing Event Center (not the Wood Shed).
  - iii. 2017: March, May, July – Chris looking into topics/speakers; Sep 19 – Annual Awards Meeting at Kris's Pheasant Inn; Nov 14 – Dr. Kevin Shetler, Strategic Plan Update.

**3. Booklet & Tour Map reprints**

- a. Tour Map: Continued distribution.
- b. Booklet: Designed internally due to map's graphic design costs; Chris presented two options (3 photos changed) to the Board for final approval; Board approved the new pictures in the Booklet which could be executed immediately; files will be forwarded to the printer asap.

**4. Social Media/Website**

- a. Facebook: 90 #whyilovesiren Photo Contest submissions; entire Chamber membership invited to vote on committee's selected 36 'best' photos via email survey. Julie Hall, Evy Nyberg and Chris went through all 90 photos and got the list down to 36 for final voting. Twelve winners will be chosen, with each given a month as our Siren, Wisconsin Facebook cover photo plus receipt of \$25 Chamber Buck certificate.
- b. Website: Initial 'Ad Words' campaign discussion with webmaster Roger Peck; plan pending.
- c. Siren Video Plan: Video(s) will be created, with a possible 2-4 year plan. After kickoff Nov 17, an initial plan has been received and will be reviewed Jan 11 - follow up meeting with James Netz, Due North Digital, on Jan 18; plan to be submitted by Feb 1 for BC Tourism grant.

## **New Business**

### **1. Tourism:**

- a. Siren Newsletter: Using Constant Contact to send out newsletters. December newsletter open rate 28%, as was October & November, vs. average user rate of 18%; December click through rate at 11% vs. average user rate of 12%.
- b. Blizzard Hockey: 4 Tournaments scheduled in January/February plus last weekend's games! Director Julie Hall and the Hockey Association are thanked for all their efforts in this successful winter program.

### **2. Communications/Requests**

- a. Siren Sign: Vendor agreement for additional 1 year labor warranty at no charge; \$50 deductible paid for new player card installation per extended warranty terms (maximum \$200 deductible per year).
- b. Thank You's: Connections Store & More (2016 Taste of Siren partner) letter was shared with Board members.
- c. Requests: Ruby's Pantry donation declined at this time, as it was a general mailing vs. specific request.

**Meeting Close 1:05pm**