

SIREN CHAMBER OF COMMERCE BOARD MEETING MINUTES

April 9, 2018

“The mission of the Siren Chamber of Commerce is to assist local businesses and our community to grow and prosper.”

In attendance: Ranae Beers, Dave Berteluit, April Highstrom, Chris Moeller, Blurette Puchner, Rich Tims, and guests: Emily Gall, Gary Kannenberg.

Secretary's Reports: March 12th Board Meeting Minutes reviewed. Dave B. made motion for approval, seconded by Rich T. Approved without negative vote.

Treasurer's Report: 2017-18 Fiscal Year-to-date Financial Reports reviewed by Chris M. Rich T. made motion for approval, seconded by Ranae B. Approved without negative vote.

Guest: Emily Gall, Burnett County Tourism Coalition marketing coordinator, thanked the Chamber Board for their support of the county tourism efforts, for all of Siren's tourism efforts, and for her Wisconsin Governor's Conference on Tourism's 'Rising Star' award nomination.

Old Business

1. Events

- a. Taste of Siren: Saturday, May 5th with Siren Lions Club, 2018 non-profit partner; posters are ready for distribution; volunteers are needed for the tasting tables; Amazon Echo Plus – Grand Prize. 2019 Partner will be Salvation Army and 2020 Partner – Humane Society of Burnett County.
- b. Music in the Park: Schedule complete; performer contracts being sent; concert sponsors will now be requested.
- c. 2018 Golf Outing: Poster being designed by J. Hall.
- d. Event Posters: To have a consistent look and feel, all future posters will be designed by Julie Hall, with Chris M. as back up.

2. 2017-2018 Membership

- a. 2017-18 Memberships: 79 (vs. 84) Businesses including 4 (vs. 6) new; 10 Non-profit paid.
 - i. New Member Welcomes: WITC to be held May 15th & Jamberry tbd;
 - ii. Visits needed: Kapes Lakeside, new 'Fat Daddys', The Narrows new management.
- b. Member Meetings – bi-monthly educational 'lunch & learn' sessions:
 - i. May 15th: WITC/SOFTEC Partnership by Liz Pizzi & Tim D'Jock as guest speakers;
 - ii. July 24th: Latest Trends/Tips by Chris Sybers, Siren Chief of Police as guest speaker.

3. Social Media/Website

- a. Website: Employment page to be added; a "Business Specials" page for timely will be evaluated for the work involved to execute and if any fee should be charged.
- b. Siren Video Plan: Julie H. and Chris M. met with videographer April 6th to finalize all videos.

New Business

1. Tourism

- a. Customer Service Training: May 1st - Held by Julie Fox (Dept. of Tourism) at Siren School;
- b. DrydenWire.com: Listed as sponsor for all Music in the Park concerts, per partnership agreement.
- c. Siren Sign: Issues with Lodge computer; Extended warranty available at \$500 per year; Dave B. made motion, given warranty review by Ryan Benson prior to signature, seconded by Blurette P. Approved without negative vote.

2. Economic Development (ED)

- a. Siren ED Advisory Committee:
 - i. INITIAL PRIORITY AREAS CHOSEN:
'Retain Existing Businesses';
'Increase Access to Advanced Education, Workforce Development & Job Training Opps';
'Improve the Quality of K-12 Education'.
 - ii. Rice Lake Chamber ED & Education Committee: School & Chris M. at April 5th meeting;
 - iii. RISE Breakfast: Steve Rohde at April 5th 'Placemaking' presentation in Hayward;
 - iv. Business Inventory: Jan Hunter & Chris M. cataloging all businesses within area;
 - v. MEMBER TRAINING SESSION(s): 'Social Media for Business' – 2 sessions by Professional "Technology" Tutor; \$25 per person; 12 people maximum.

- vi. NEW CHAMBER FACEBOOK PAGE: 'Business Forum' member-only networking page launched;
 - vii. J. Hall New Responsibilities: Tracking at less than 6 hours/week; paycheck via Chamber.
- b. Chamber Fundraiser: Rich T. provided an update, noting \$900 raised to date.

3. Communications/Requests

- a. Ruby's Second Hand: #9 in Best Things Wisconsin's 'The 10 Best Thrift Stores in Wisconsin!'
- b. Burnett County Prevention Coalition: Certificate of Appreciation;
- c. 2018 Chamber of Commerce: Annual Survey Results by Chambermaster to be reviewed at May Board meeting;
- d. July 3rd Street Dance: New future band recommendation received for 'Buk Klub Band' – bukklub.com;
- e. Halloween Parade: Suggestion by Gary Fleischhacker, Gary's Rude Café; Board approved addition if Gary would like to put it together.

Meeting Close: Rich T. made motion for meeting close at 1:15 pm, seconded by Dave B. Approved without negative vote.