

Siren Chamber of Commerce
Board of Directors Meeting
April 10, 2017

Call to order 12:00pm

Present: Ranae Beers, Joan O'Fallon, Mary Smoliak, Dave Bertuleit, Chris Moeller

Secretary's Reports: March 13th Board Meeting Minutes – Approved by Dave, Joan motion

Treasurer's Report: 2017 Fiscal YTD Financial Reports – Approved by Joan, Dave motion

- Executive Director YTD hours currently at 71 over budget (down from 90).
- 1st 2017 Drawdown (\$5,000) pending receipt later this week.

Old Business

1. Events

- a. AWSC Event: Wrap up meeting held March 29th; files download & final minutes pending.
 - i. Chris will go to a couple of meetings at Eagle River - possibly by conference call.
 - ii. Very nice comments back on what we did for AWSC and thanked us for hosting
- b. St. Patrick's Day: \$110 button sales donation towards event marketing.
 - i. The button sales money pays for buttons, prizes, gift cards, meals for the carnival royal family and Vulcans, plus to go towards ad that we placed. Keep extra monies in fund.
- c. Taste of Siren: 2017 Tickets on sale!
 - i. Tickets on sale now, posters are done, Chris will send out pdf as well.
 - ii. 2018 Partner: Siren Lions & 2019 Partner: Salvation Army.
 - iii. Future Partners: New request letter will be sent in January, 2018 for 2020+.
- d. Music in the Park: All bands & 13 of 14 refreshments confirmed; sponsorships at 67% filled.
 - i. We'd like to be about 80-90% filled. Will add to newsletter.
 - ii. 1st Concert is Thursday June 1st.
- e. July 3rd Street Dance: In2ition contract signed & deposit issued; 3 rooms reserved @ \$70 each.

2. 2016-2017 Membership

- a. 80 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):
 - i. New Member Welcomes: Gary's Rude Café, Roosevelt Hills, Firefly Village (May), Better Than New (May/June).
- b. Member Meetings – bi-monthly educational 'lunch & learn' sessions:
 - i. March 21st, 12 Noon-1 pm: Key Partnerships Luncheon, Pour House – well received!
 1. Nate will come back if we want and we should have him come back next year
 - ii. May 16th, 12 Noon-1:30 pm: "Marketing Musts for 2017", The Lodge
 1. Small Business Dev Center
 - iii. July 18th, 5-6 pm: BC Fresh & Healthy, Inc. (creation, activities, farm-to-table, etc.), Crooked Lake Park
 - iv. Sep 19th, 5-7:30 pm: Annual Awards Meeting, Kris' Pheasant Inn
 - v. Nov 14th, 12 Noon-1:30 pm: Dr. Kevin Shetler, Strategic Plan Update, location tbd.

3. Booklet & Tour Map reprints: Both reprints now complete! Continued distribution.

4. Social Media/Website

- a. Website: Initial 'Ad Words' campaign discussion with webmaster Roger Peck; plan pending.
- b. Siren Video Plan:
 - i. Funding: BC Tourism grant (attached) received for \$3,086! SCOC portion \$1,543.
 - ii. Spring & Summer Plans: Initial details in progress with James Netz & Julie Hall.

5. Siren Sign: Feb 28 meeting with RHL owner; agreement NOT signed; future actions tbd – including contact with other sign owner experiencing recent connection problems.

- a. Since April 1st there were 2 issues with the sign. There are 2 cameras pointing at the sign that RHL reviews every hour. Sign also reboots every morning to make sure system is fresh. They think the connectors seem to be the issue.
- b. Chris will contact the other company that had sign issues.

- c. RHL put new connectors and play card in the sign. Things were ok until Friday when the system went down. Suggested no more maintenance on sign during busy times (like what happened last time Friday around noon).
 - d. New plan of action – find out our legal options – can we get our money back.
 - e. Recommend we talk to Brandon the sign representative that did Joan’s company.
- 6. Golf Tournament –**
- a. We should get this added to the Newsletter – Event date July 24th Monday
 - b. Will start asking for hole sponsors
 - c. Tournament posters – would like to have those sooner the better due to people in golf shop, would like larger posters and we think they will pay for themselves.

New Business

- 1. “Why join the Siren Chamber”:** Brainstorm ‘our story’ to promote membership to both existing & new businesses.
 - a. New benefits one-pager created using content from various resources; draft for Board review.
 - b. Everyone likes the new “why join”, a few changes requested, list Events – add details/dates
 - c. Have 1 bullet for Events & Committees
 - d. Chamber had over 20k sessions on website and 20% new users, add social media numbers as well
 - e. Notoriety – 80% of businesses are members
 - f. Business Referrals – Chamber uses the member list first
 - g. Add business name to board members listing
 - h. Add Facebook symbol/links
- 2. Mission Statement –**
 - a. Change the word “assist” to something else. It currently is grammatically incorrect.
 - b. Discuss at next meeting.
- 3. Tourism:**
 - a. Wisconsin Governor’s Conference on Tourism, Mar 12-14: C. Anderson feedback that Siren “is doing exactly what was presented at the meeting” – i.e. website data analysis, video production, etc. (‘Placemaking’).
 - b. Economic development is something we have not yet tackled in Siren.
- 4. Communications/Requests**
 - a. NACF’s May 1-15 Campaign: “We’re all in this together – Let’s fight hunger”
 - i. Northwest Alliance Community Foundation – looking for people to donate to help with needs
 - b. WI Board for People with Developmental Disabilities (BPDD): May 10th, 5-7:30 pm.
 - i. Talk about youth and adults’ employment
 - c. Brochures and maps are now at Polk County, Rice Lake, Washburn County, Iron River, Manitowoc, Ashland, Sawyer, Hayward and Great Lakes Tourism Information Center/Chamber locations
 - d. Dave’s Garage Doors is a new potential Chamber member
 - e. Website listings – keep functionality where click on business link and it goes to their website
 - i. Recommendation to post available jobs on our site

Meeting Close 1:37pm