

SIREN CHAMBER OF COMMERCE BOARD MEETING MINUTES

August 14, 2017

Future meeting days/times: 2nd Monday, 12 noon, Siren Village Hall.

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

Secretary's Reports: July 10th Board Meeting Minutes reviewed. Motion to approve by Bluette P. and seconded by Joan O.; motion carried without negative vote.

Treasurer's Report: 2017 Fiscal YTD Financial Reports reviewed. Motion to approve by Dave B. and seconded by Rich T.; motion carried without negative vote. Chris M. will create a draft 2017-18 budget for review at the September Board meeting.

- \$1150 in Street Dance sponsorships & \$1400 in Golf Outing hole sponsorships pending; Executive Director YTD hours currently at 38 over budget; upcoming Sep 01 17 Chamber Bucks write off: \$60 in Gift bucks & \$180 in Promo bucks.

Old Business

1. Events

- a. July 24th Golf Outing: Overall event debrief; determining date for 2018.
- b. Summerfest: Overall event & Pageant debrief; 'plus up' activities – e.g. Chalk Spray Art competition at Crooked Lake Park, Main Street & other Siren locations should be evaluated; Flea Market had booths with new items for sale – maybe market as Craft Sale, too.
- c. Harvestfest & Homecoming: Poster complete; ready for distribution later this week.
- d. Poster process review & update was delayed until after the new 2017-18 Board is formed.

2. 2016-2017 Membership

- a. 84 Businesses (vs. 84) including 6 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 pending include: Gary's Rude Café, Roosevelt Hills, MPM Pest Management, Pillar To Post Home Inspectors, & Pendleton Pawn.
- b. 2017-18 Membership: Renewal letters will include 'how funds raised' and 'where funds used' section; Board to consider if 'survey' and/or detailed review of all activities should be conducted.
- c. Annual Awards Meeting, Sep 19th, 5-7:30 pm, Kris' Pheasant Inn: Planning & award solicitation begun; Board member terms and possible replacements discussed as Joan O'Fallon, and possibly others, will be leaving the Board at the expiration of their current term in September.
- d. Member Meetings – bi-monthly educational 'lunch & learn' sessions:
 - i. Nov 14th, 12 Noon-1:30 pm: Dr. Kevin Shetler, Strategic Plan Update, location tbd
 - ii. Jan 16th, 12 Noon-1 pm: Nate Ehalt, Burnett County Administrator, location tbd
 - iii. Mar 20th, 5-6 pm: tentative 'Siren Economic Development Conversation'
 - iv. May 15th: tentative 'Siren PD Conversation' including latest business-related items
 - v. Possible future topics: ADRC 'Dementia Friendly' business training (Bremer completed)
 - vi. PLUS tentative 'Communicating Across Generations' session by UW-Extension M. Kornmann.

3. Social Media/Website

- a. **Website:** New website conversion targeted by Annual Meeting due to upgrades needed especially as relates to mobile conversion. Initial 'Ad Words' campaign discussion with webmaster Roger Peck.
- b. **Siren Video Plan:** BC Tourism grant (attached) received for \$3,086! SCOC portion \$1,543.
 - i. Summerfest video shot, with plans for August 'summer sports' shoot. A draft July 4th video was viewed with feedback given. Separate Airshow video also being produced.
- c. **Social Media Results/Goals:** Aug. 16th meeting with Julie H. to review 1st year & set 2nd year goals.

New Business

1. Tourism:

- a. NEW Siren 1-page map: internal graphic design progressing for Annual Meeting handout.

2. Communications/Requests

- a. New Event Proposal: 'THE SIREN EXPO' proposal; S. McLain, chair; Inter-County Leader, media partner; next step – Sara & Chris to estimate vendor booth fee.
- b. Siren School: Welcome Bags for 10 new hires – numerous businesses/organizations participating.
- c. BC/PC Police Support: New Fraternal Order of Police Golf Outing event – September 23rd, Luck.
- d. WI Promise: Dinner & meeting date – September 26th; seeking 'emcee' & facilitator for meeting.

3. Computer & Director 'vacation': New computer hard drive repair needed; send over next week 'vacation.'

4. Trunk or Treat: Event discussion delayed to September meeting, i.e. closer to October event date.

Meeting Close

2016-2017 Executive Director Goals – AS PRESENTED AT 2016 ANNUAL AWARDS DINNER:

- **Grow membership.**
 - **Attract 4 or more new Chamber members.**
 - *Siren Bus Company, Firefly Village LLC, Better Than New, Community Resource and Learning Center, Pillar To Post Home Inspectors, Pendleton Pawn, and MPM Pest Management.*
- **Coordinate membership meetings every other month.**
 - **Continue format with educational/training topics of member interest.**
 - *Nov 16, 2016: Dr. Kevin Shetler, Siren School Superintendent & Kim Campion, UW-Madison Waisman Center – “New Siren School District Vision” & “WI Promise Family Advocacy Network”, 12 Noon-1 pm, Kris’ Pheasant Inn*
 - *Jan 17, 2017: Julieann Fox, Northwest Regional Tourism Specialist – “Tourism News for the New Year”, 5-6 pm, Wood Shed/Northwoods Crossing Event Center*
 - *Mar 21, 2017: “Key Partnerships Luncheon – BCDA/BCTC/Lions/Rotary”, 12 Noon-1 pm, Pour House*
 - *May 16, 2017: “Marketing Musts for 2017”, 12 Noon-1:30 pm, The Lodge at Crooked Lake*
 - *July 18, 2017: BC Fresh & Healthy, Inc. – creation, activities, farm-to-table, etc., 5-6 pm, Crooked Lake Park – pavilion 2 – ‘fresh & healthy’ snacks to be served*
 - *Sep 19, 2017: Annual Awards Dinner, 5-7:30 pm, Kris’ Pheasant Inn*
 - *Nov 14, 2017: Dr. Kevin Shetler, Siren School Superintendent – “Siren School District Strategic Plan Update”, 12 Noon-1 pm, location tbd*
 - *Jan 16th, 2018: Nate Ehalt, Burnett County Administrator, 12 Noon-1 pm, location tbd*
 - *Mar 20, 2018: tentative ‘Siren Economic Development Conversation’, 5-6 pm, location tbd*
 - *May 15, 2018: tentative ‘Siren PD Conversation’, time & location tbd*
- **Develop an electronic newsletter to communicate ongoing news and relevant information to our members.**
 - **Aspire to monthly output. Constant Contact format.**
 - *Initial issue in October, 2016.*
 - *2016/2017 Open rates at about 28% vs. average user rate of 18%. January, 2017 open rate 45%!*
 - *Created membership voting ‘survey’ for #whyilovesiren photo contest to vote for winners.*
- **Complete new Siren marketing print elements aligned to new Branding/Website design & content.**
 - Create new Siren ‘Brochure’ for re-print;
 - Completed January, 2017 & printed February, 2017; all internal graphic design & other design changes saving about \$2,500 (45%) of project costs; used #whyilovesiren & NWP photos.
 - Design and produce new Siren 1-page map for visitor use; graphic design in progress.
- **Develop a video plan for the Chamber with Social Media Director, e.g.:**
 - *‘Siren DVD’, YouTube videos, e.g. Music in the Park clips; Blogs; additional Links.*
 - Project subcommittee created; series of 7 videos identified;
 - James Netz Photography chosen as partner; vendor project proposal received & sign January 18th;
 - 2017 BC Tourism Grant submitted for 50% of \$6,172 estimated project costs – approved February 9th;
 - ‘Winter’ video filming begun January 29th, subsequent filming not possible due to weather; spring & summer plans progressing with Taste of Siren, 4th of July and Summerfest.
- **Lead State Road 35 corridor ‘beautification’ project with Siren Tourism Commission.**
 - Subcommittee created; expansion to State Road 35/70 corridor identified as project ‘Phase 2’;
 - Research/Discussion led to decision for further hanging baskets (20) in addition to Main Street (12); 2017 needs split between current Our Family Tree (Hayward) & Wood River Garden Store (Grantsburg – SCOC member); new basket liners & swivel hanger.
 - Total project costs estimated at \$5,000 – including trailer, tank, wand & 20 new brackets; donations from Siren Lions & Lioness following request letters sent; P-B Operation Round Up grant pending.
 - Accelerated 2018 plan: Four trees at Main Street & 1st Avenue intersection removed (& transplanted) and replaced in 2017 with ‘urban vase’ commercial flower planters.
- **Additional completions:**
 - d. Developed plan with Social Media Director and launched Siren on Pinterest: 4 ‘Boards’ created: Adventure, Arts, Amenities, and Siren Beauty – with Destination Wedding board planned!