

# SIREN CHAMBER OF COMMERCE BOARD MEETING MINUTES

December 18, 2017

## Meeting Open 12:05pm

In attendance: Bluette Puchner, Ranae Beers, April Highstrom, Rich Tims, Dave Bertuleit, Chris Moeller and Mary Smoliak  
Guest attendance: Gary Kannenberg (Siren Lions Club) and Rochelle Brede (Avion Accounting)

**Secretary's Reports:** November 13<sup>th</sup> Board Meeting Minutes – Approve motion by Bluette, approved by Dave, 2<sup>nd</sup> by Rich

## Treasurer's Report:

- 2017-18 Fiscal Year-to-date Financial Reports, plus YTD Actuals vs. 2017-18 Budget – Approve motion by Bluette, approved by Mary, 2<sup>nd</sup> by April
- Executive Director YTD hours currently at budget; projected under budget at year-end. Chris would like help with the budget review process. A discussion 2-3 times per year. Approve motion by Bluette, approved by Rich, 2<sup>nd</sup> by Dave

## New Board Topics:

- 2017-18 Treasurer position discussion and decision (reference attached bylaws).
  - Guest: Rochelle Brede, Avion Accounting – Rochelle recommended having a Treasurer position on the Board
  - Chris will start looking for a Treasurer - Approve motion by Dave, 2<sup>nd</sup> by April
- Executive Director performance review feedback & assessment of Chamber activities/workload; 2017-18 draft goals attached.
  - Gary offered to pay his accountant (Mary Beth) to do the day to day accounting activities for the Chamber. The Chamber would provide Gary free Chamber Membership for this service. Mary Beth will help with the Accounting on a 6 month trial basis effective immediately. Approve motion by Dave, 2<sup>nd</sup> by Rich
- Economic Development proposed structure and workload allocation (10 hours/week) review & discussion.
  - Siren Sign Slides and other Marketing work – Julie Hall can help. Chris could give up 7hrs per week to Julie which will allow Chris to concentrate on the economic development plan.
- Start A New Raffle – To help raise funds. Rich is looking into this option and getting pricing from Lee's Sports and Boone Docks Marine on raffle items (ATV, Boat, Pontoon, etc).

## Old Business

### 1. Events

- a. Christmas in Siren: Small Business Saturday promotions; free Christmas Dinner at Tesora/NCEC.
- b. Wedding Fair: 17 booth spaces to date vs. 31 total PY; K. Coyour assist with additional vendors.
- c. Poster process review & update. – We decided we didn't have time to discuss this. It will be brought up at the next meeting.

### 2. 2017-2018 Membership

- a. 2017-18 Memberships: 69 (vs. 84) Businesses including 3 (vs. 6) new; 10 Non-profit paid.
  - i. Notice of Renewal: 22 emails & 2 letters sent December 14<sup>th</sup>.
  - ii. New Member Welcomes to schedule: WITC & Jamberry; Express Business Development interest in membership.
  - iii. Visits needed: Kapes Lakeside, new 'Fat Daddys'.
- b. Member Meetings – bi-monthly educational 'lunch & learn' sessions:
  - i. Jan 16<sup>th</sup>, Noon-1 pm: Nate Ehalt, Burnett County Administrator, The Lodge at Crooked Lake
  - ii. Mar 20<sup>th</sup>, 5-6 pm: tentative 'Siren Economic Development Conversation'
  - iii. May 15<sup>th</sup>: tentative 'Siren PD Conversation' including latest business-related items
  - iv. Possible future topics: ADRC 'Dementia Friendly' business training (Bremer completed)
  - v. PLUS tentative 'Communicating Across Generations' session by UW-Extension M. Kornmann.

### 3. Social Media/Website

- a. Website: Employment page to be added; DSI WI Promise grant for funding & video.

- b. Facebook Photo Contest: New contest #sirenphotostory thru year-end; school help with voting.
- c. Siren Video Plan:
  - i. December 18<sup>th</sup> video of Lions' light display; Jan/Feb for final winter shooting.
  - ii. July 4<sup>th</sup> in edit; Spring, summer & fall footage complete.

## **New Business**

### **1. Tourism**

- a. Burnett County Sentinel: 'Digital Products Packages' interest by Siren Tourism Commission for 2018; webinar & decision pending.

### **2. Economic Development**

- a. Siren Economic Development Kick-Off Session: November 29<sup>th</sup>; Marie Steenlage, WEDC, structure recommendation to incorporate under Siren Chamber; review & funding in progress.
- b. Siren Economic Development Follow-Up Session: January 24<sup>th</sup>, 10-11:30 am, Village Hall.

### **3. Communications/Requests**

- a. Northwest Passage: 2018 Calendar & Thank You.
- b. Arts Wisconsin: Request for donation.
- c. New Event Proposal: 'THE SIREN EXPO' proposal; S. McLain, chair; Inter-County Leader, media partner; next step – Sara & Chris to estimate vendor booth fee.

**Meeting Close 1:40pm (not sure on the exact close time)**