

SIREN CHAMBER OF COMMERCE BOARD MEETING MINUTES

February 12, 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, April Highstrom, Chris Moeller, and Bluetie Puchner – no quorum.

Secretary's Reports: January 8th Board Meeting Minutes were reviewed. As a quorum was not present, they could not be approved.

Treasurer's Report: 2017-18 Fiscal Year-to-date Financial Reports were reviewed. As a quorum was not present, they could not be approved.

- J. Hall economic development funding of \$2,700 needs to be added to the budget, along with an income item of same amount based on budgeted proceeds from new Chamber raffle.

Old Business

1. Events

- a. Wedding Fair: 33 booth spaces vs. 31 PY; 34 couples vs. 35 PY; Kelsie Coyour helped with added vendors & set-up; a February 12th wrap-up meeting is scheduled with discussion of idea to promote Siren area at key Wedding Fairs as a group.
- b. St Patrick's Day Celebration: Poster coming soon; Outstanding Art Student Show added for 2018.
- c. Taste of Siren: Chris M. to draft non-profit solicitation letter to seek partners in 2020 & beyond.
- d. Poster process review & update: Review postponed until next Board meeting.

2. 2017-2018 Membership

- a. 2017-18 Memberships: 78 (vs. 84) Businesses including 4 (vs. 6) new; 10 Non-profit paid.
 - i. Renewal notices: 7 renewals since last Board meeting, with others pending.
 - ii. New Member Welcomes: WITC to be held Mar 20th (note: WITC moved to May 15th after meeting) & Jamberry/Candace Griswold tbd;
 - iii. Visits needed: Kapes Lakeside and new 'Fat Daddys';
 - iv. ZOE Radio ads: 'Bartered' ads to be run for Taste of Siren & Small Business Saturday.
- b. Member Meetings – bi-monthly educational 'lunch & learn' sessions:
 - i. Mar 20th: 'Siren Economic Development Conversation', with WITC/SOFTEC as guests (note: moved to May 15th after meeting & Joe Wacek/DSI scheduled for March 20th);
 - ii. May 15th: Joe Wacek/DSI Update;
 - iii. July 17th: 'Siren PD Conversation' of most recent business-related tips (& possibly including the police canine units);
 - iv. Customer Service Training: Julie Fox, Department of Tourism, is scheduling this training in Siren with plans to include both business professionals & Siren School students.

3. Social Media/Website

- a. Website: Employment page to be added; DSI WI Promise grant for funding & video.
- b. Facebook Photo Contest: #sirenphotostory contest closed & 12 winners have been chosen; a photo story/essay, using these and other photos, will be 'written' later this year.
- c. Siren Video Plan:
 - i. Latest dates for completing raw footage: Feb 13th & Mar 10th plus possibly Feb 17th;
 - ii. Julie H. & Chris M. to meet with videographer to finalize all videos; date tbd.

New Business

1. Tourism

- a. Burnett County Sentinel: 2018 'Digital Products Packages' campaign by Siren Tourism Commission (STC) includes an online slide show ad (offer to 'sell' to members monthly) & Google ad words campaign for \$250/month.
- b. BurnettWire.com: Chamber 'package' proposed at cost of ~\$99/month;
 - i. Pursue via print advertising cut & with matching funds from BC Tourism grant received.
- c. Burnett County Tourism 2018 grant application: Submitted & approved to 'match' funds for a. & b. above (\$3,000 + \$1,200); STC to reallocate these funds to economic development.

2. Economic Development (ED)

- a. Siren ED Kick-Off Session: Nov 29th; Marie Steenlage structure recommendation under Chamber.
 - i. Proposed workload allocation (10 hours/week) via efficiencies & 6 hours assistance.
- b. Siren ED Follow-Up Session: Jan 24th; Siren ED Advisory Committee defined.

- i. Funding: STC \$1,500 & Chamber \$2,700; Chamber \$ portion funded via new raffle;
- ii. J. Hall training begun Feb 1st for 6 of 10 hours/week identified – focused on digital sign & poster design initially, with files & app sharing completed; additional 4 hours/week to be sought via work efficiencies.
- c. Barron County ED Corporation Meeting: Jan 31st; Dave Armstrong, Exec. Dir., shared his focus.
- d. Chamber Fundraiser: 3 Prizes were approved, each with cash alternative to attract ‘broad audience’ for ticket sales; ticket price set at \$10 each or 3/\$20; Board members present felt comfortable with overall fundraising required assuming R. Tims is comfortable leading this effort; 1,000 tickets to be sold for July 27th drawing; kick-off ticket sales on March 10th at Siren St. Patrick’s event.

3. Communications/Requests

- a. New Event Proposal: ‘THE SIREN EXPO’ proposal on hold as future event; S. McLain, chair; Inter-County Leader, media partner; next step – Sara & Chris to estimate vendor booth fee.

Meeting Close