

SIREN CHAMBER OF COMMERCE BOARD MEETING MINUTES

January 8, 2018

Meeting Open: 12pm

In attendance: Ranae Beers, April Highstrom, Rich Tims, Robin Beek, Dave Bertuleit, Chris Moeller and Mary Smoliak
Guest attendance: Gary Kannenberg (Siren Lions Club)

Secretary's Reports: December 18th Board Meeting Minutes – 4% payroll increase approved for Chris at the 12-18-17 board meeting. Increase approved by Dave, 2nd by Ranae. Secretary's Report - Motion to approve by Dave, approved by Rich, 2nd by April

Treasurer's Report: 2017 Calendar Year & 2017-18 Fiscal Year-to-date Financial Reports, plus YTD Actuals vs. 2017-18 Budget

- Executive Director 2017 hours finished 63 hours under budget.
- 2017-18 Treasurer position update. – Tammy Twedt-Close is the new Treasurer and will help with the budget. It was recommended she attended the board meeting quarterly if possible.
- Motion to approve by Dave, approved by Ranae, 2nd by Rich

Old Business

1. Events

- a. Christmas in Siren: Small Business Saturday promotions; free Christmas Dinner at Tesora/NCEC.
- b. Wedding Fair: 25 booth spaces to date vs. 31 total PY; K. Coyour assist with additional vendors.
- c. Poster process review & update – rescheduling for the next board meeting.

2. 2017-2018 Membership

- a. 2017-18 Memberships: 71 (vs. 84) Businesses including 4 (vs. 6) new; 10 Non-profit paid.
 - i. Renewal notices: 22 emails & 2 letters sent mid-Dec.; 1 renewal; website update pending
 1. All of the board members are assigned a few chapter members who haven't paid as of yet. A friendly phone reminder is required before the next board meeting in February.
 - ii. New Member Welcomes to schedule: WITC, Jamberry, & Kar Jackers; 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 16th, Noon-1 pm: Nate Ehalt, Burnett County Administrator, The Lodge at Crooked Lake
 - ii. Mar 20th, 5-6 pm: tentative 'Siren Economic Development Conversation'
 - iii. May 15th: 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: 2017 #sirenphotostory contest closed; 59 submissions; Siren School R. Peterson class voting Jan. 4th to select 30 top entries as finalists: COC survey for 12 winners.
- c. Siren Video Plan:
 - i. December 18th video of Lions' light display; Jan/Feb for final winter shooting.
 - ii. July 4th in edit; Spring, summer & fall footage complete.

New Business

1. Tourism

- a. Burnett County Sentinel: 2018 'Digital Products Packages' campaign by Siren Tourism Commission – online slide show ad ('sell' to members monthly) & Google ad words campaign for \$250/month.
- b. Burnettwire.com: Chamber 'package' proposed at cost of ~\$99/month. BurnettWire estimates 2 million views per year.
 - i. They would probably work a deal with us for \$1k/year. Chris is going to try to get the best price before we make a decision to proceed.
- c. Burnett County Tourism 2018 grant application: Propose request to fund 'a.' & 'b.' above (\$3,000 + \$1,200) & reallocate these funds to economic development.
 - i. Chris is writing up a "memorandum of understanding" for Chamber and the BCT to make sure it's clear what everyone's part is with the economic development project.

2. Economic Development

- a. Siren Economic Development Kick-Off Session: November 29th; Marie Steenlage, WEDC, structure recommendation to incorporate under Siren Chamber; review & funding in progress.
 - i. Proposed structure and workload allocation (10 hours/week) review & discussion.
- b. Siren Economic Development Follow-Up Session: January 24th, 10-11:30 am, Village Hall.

3. Chamber Fundraiser: Annual Fundraiser – R. Tims – Maximum spend for the Chamber for the fundraiser is \$4,000. Rich provided a list of winnings (Zero Turn Mower, Flat Screen 55”, Set of Golf Clubs, Chamber Bucks). Ticket prices are \$10 each, 3 tickets for \$20. Motion to approve by Dave, approved by Mary, 2nd by April.

4. Communications/Requests

- a. Northwest Passage: NWP ‘Path to Hope’ engraved brick purchase, \$100. – On hold for now
- b. 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 1:30pm