

SIREN CHAMBER OF COMMERCE BOARD MEETING MINUTES

July 10, 2017

In attendance: Ranae Beers, Bluette Puchner, Rich Tims, Dave Bertuleit, Chris Moeller & Mary Smoliak
Guest attendance: Gary Kannenberg – Siren Lions Club

Secretary's Reports: June 12th Board Meeting Minutes – motion by Bluette with second by Dave, approved without negative vote

Treasurer's Report: 2017 Fiscal YTD Financial Reports, plus separate 'bridge' sheet - motion by Dave with second by Rich, approved without negative vote

- Executive Director YTD hours currently at 37 over budget.

Old Business

1. Events

- July 3rd Street Dance: 2017 process, sponsors, In2ition band, & vendor feedback.
 - The Siren PD had no issues but they suggested moving the time to 8pm-12pm. We will get Kris Peterson's input. There were 200 to 350 people at the dance per the police estimate
 - It was suggested for next year to make sure get vendors licensing on their apps
 - Although we paid for the band, and the promotions stated, until 12:45am, the music stopped at 12:15am.
- July 4th Event: Debrief re: various activities.
 - Thousands came to the parade
 - The 5k had 754 participates and the mini had 52
- July 24th Golf Outing: Fee raised to \$65 (vs. \$60); priority = teams!
 - Hole sponsors and teams are still being gathered
 - For future events, we may want to change the date to June or August
- Poster Process – Is anyway to improve it?
 - Suggested we go over the list and revise it on who will distribute where at August Board meeting

2. 2016-2017 Membership

- 83 Businesses (vs. 84) including 5 new (vs. 8), 1 new owner (vs. 2), & 2 lapsed members; 11 Non-profit paid (vs. 13); 1 Individual (vs. 2):
 - New Member Welcomes: Gary's Rude Café, Roosevelt Hills, Better Than New (July 26, 2 pm), Pillar To Post Home Inspectors, & Pendleton Pawn (July). MPM Pest Management new membership pending.
- Member Meetings – bi-monthly educational 'lunch & learn' sessions:
 - July 18th, 5-6 pm: BC Fresh & Healthy, Inc. (creation, activities, farm-to-table, etc.), Crooked Lake Park – looking for a facilitator for this meeting?
 - Sep 19th, 5-7:30 pm: Annual Awards Meeting, Kris' Pheasant Inn
 - Nov 14th, 12 Noon-1:30 pm: Dr. Kevin Shetler, Strategic Plan Update, location tbd
 - Jan 16th, 12 Noon-1 pm: Nate Ehalt, Burnett County Administrator, location tbd
 - Mar 20th, 5-6 pm: tentative 'Siren Economic Development Conversation'
 - May 15th: tentative 'Siren PD Conversation' including Q&A/latest business-related items
 - PLUS tentative 3 hour 'Communicating Across Generations' session by UW-Extension Polk County – scheduling a date for this

3. Social Media/Website

- Website: Initial 'Ad Words' campaign discussion with webmaster Roger Peck; plan pending.
- Pinterest: New board – 'Siren's Beauty'; 'Destination Wedding' board planned.
- Siren Video Plan: BC Tourism grant (attached) received for \$3,086! SCOC portion \$1,543.
 - Recent video activity: 4th of July update.

4. Siren Sign:

- Most recent communications review: 3rd year labor warranty & sign brightness.
- Glitch on brightness was taken care of
- Storms caused issues but sign fixed itself

New Business

1. Tourism:

- a. Design and produce new Siren 1-page map for visitor use; graphic design in progress.
- b. Governor's Northern Wisconsin Economic Development Summit: Attend Oct. 25-26 in Trego.
- c. June 15th Polk-Burnett Economic Development session with Village of Siren: possible financial support available through P-B to help the Village, perhaps through business projects, to grow.
- d. June 27th Mary Ann Lippert meeting: Debrief/one-pager including ideas from P-B meeting.
- e. Masonic Motorcycle Club – July 30th thru August 4th meeting here for the whole week
- f. Summerfest – car and motorcycle show is being held together in 2017.
- g. New display rack from The Shops at The Lodge for promotions at school, etc.

2. Communications/Requests

- a. Siren Pageant: Update regarding 2017 program support.
- 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.
- c. WI Promise: Dinner & meeting date – September 26th; brief review at July Chamber meeting; seeking facilitator for meeting.
- d. Banners – needed to discard great old banners since they have dates; in the future, remove the dates and promote website instead

Meeting Close 1:08pm – motion to approve by Rich, second by Dave – all in favor