

SIREN CHAMBER OF COMMERCE BOARD MEETING MINUTES

June 12, 2017

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

In attendance: Ranae Beers, Joan O’Fallon, Blulette Puchner, Chris Moeller & Mary Smoliak

Secretary's Reports: May 8th Board Meeting Minutes - motion by Joan with second by Blulette to accept; approved without negative vote.

Treasurer’s Report: 2017 Fiscal YTD Financial Reports – motion by Joan with second by Blulette to accept; approved without negative vote.

- Executive Director YTD hours currently at 48 over budget.

Old Business

1. Events

- a. Taste of Siren: 2018 date set for May 5 with Siren Lions Club as non-profit partner.
- b. Music in the Park: Sponsorships, including program sponsors, at 100% budget; banners welcome.
- c. July 3rd Street Dance: In2ition contracted; actively seeking sponsors as in 2016.
Meeting with Kris Peterson on Wednesday – a few people to contact yet; sponsorship is a \$300 donation and includes membership or \$100 donation – company gets on the advertising banner. Posters for street dance coming.
- d. Freedom 5: Working on t-shirts; online registrations are going well.
- e. July 24th Golf Outing: Fee raised to \$65 (vs. \$60); 2017 priority is teams! Still looking for hole sponsors, too; BC Sentinel providing in-kind donation (\$150 value) for ads running end of June and early July.

2. 2016-2017 Membership

- a. 81 Businesses (vs. 84) including 3 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: Gary’s Rude Café, Roosevelt Hills, Better Than New (May/June); & Community Resource and Learning Center (CRLC).
 - ii. Ribbon cutting for CRLC possibly on Thursday, June 15th, at 9am or Tuesday, June 20th, at 10 or 11 am.
- b. Member Meetings – bi-monthly educational ‘lunch & learn’ sessions:
 - i. July 18th, 5-6 pm: BC Fresh & Healthy, Inc. (creation, activities, farm-to-table, etc.), Crooked Lake Park
 - ii. Sep 19th, 5-7:30 pm: Annual Awards Meeting, Kris’ Pheasant Inn
 - iii. Nov 14th, 12 Noon-1:30 pm: Dr. Kevin Shetler, Strategic Plan Update, location tbd
 - iv. Jan 16th, 12 Noon-1 pm: Nate Ehalt, Burnett County Administrator, location tbd
 - v. Mar 20th, 5-6 pm: tentative ‘Siren Economic Development Conversation’
 - vi. PLUS tentative 3 hour ‘Communicating Across Generations’ session by UW-Extension Polk County. Chris sent out email but has not heard back as of yet – will send another email

3. Social Media/Website

- a. Website: Initial ‘Ad Words’ campaign discussion with webmaster Roger Peck; plan pending.
- b. Siren Video Plan: BC Tourism grant (attached) received for \$3,086! SCOC portion \$1,543.
 - i. Spring & Summer Plans: Initial details outlined; next video date – 4th of July.
 - ii. A lot of video footage has been taken

4. Siren Sign:

- a. May 23rd meeting with Troy & Jessica Jackson re: software update; will grant 3rd year labor warranty (maybe more);
- b. May 24th approved review of sign with Joe Cremin: no ‘issues’ seen; agreement to ‘upgrade’ cables if they continue to create issues & Joe troubleshoot source if new ‘fully down’ situation arises.
- c. Group decided to give it another 6 months assuming it all goes okay.

New Business

1. Tourism:

- a. Beautification Phase 2: Project update. Baskets are all hanging now, new planters are there, pots are self-watering – looking at self-watering baskets as well. Received \$1000 donation from Siren Lions and \$500 from Siren Lioness.
- b. Design and produce new Siren 1-page map for visitor use; graphic design in progress. Add health care, boat access, ATMs, police, post office, RV/dump station. Add events to the side on right, and testimonials – add on the back. Selling ad space is an option, but Chris will first request bids.
- c. Governor’s Northern Wisconsin Economic Development Summit: Attend Oct. 25-26 in Trego. Chris would like to attend this summit. Good idea and is getting costs. Also attend June 15th Polk-Burnett Economic Development session with Village of Siren.

2. Communications/Requests

- a. New Chamber Computer: Purchase of new computer due to hard drive & battery replacements. Bought new computer for \$350, will start saving files to the cloud – everyone agrees
- b. Siren Pageant email: Action(s) to be taken for 2017 include Abby and Kristin Kosloski being the overall pageant coordinators, support from Jennie Carlstrom, and with Georgia and Christa only assisting due to daughters being involved.
- c. New Event Proposal: ‘THE SIREN EXPO’ proposal; S. McLain, chair; Inter-County Leader, media partner. Sara and Chris investigating costs for facility set up (backdrops/panels) to determine possible vendor fee required. Engstrom’s would be a part of it and a sponsor.
- d. BAAG: Still searching for new facility; to revise 2017 art shows. Looking for new facility from 500-600 sq ft; they have non-profit status now. Shows not scheduled for August 19 & 20 and November 18 & 19 at Tesora, plus March 10 & 11 high school arts student exhibit - Siren, Webster, Grantsburg and Luck are all signed up.
- e. WI Promise: Dinner & meeting date pending; latest date option was same as COC annual dinner. Looking at opportunities for young adults with disabilities conversation; DSI and adults with disabilities will also be included. Feedback from the Rice Lake/Barron County area meeting was that it went really well and they had great discussions.

Meeting Close – 12:50pm - Motion by Ranae with second by Blurette; approved without negative vote.