

SIREN CHAMBER OF COMMERCE BOARD MEETING MINUTES

March 12, 2018

Meeting Open: 12:03pm

In attendance: Bluette Puchner, Renae Beers, Rich Tims, Dave Bertuleit, Chris Moeller and Mary Smoliak

Secretary's Reports: January 8th & February 12th Board Meeting Minutes – Motion to accept by Bluette, approved by Dave, seconded by Rich

Treasurer's Report: 2017-18 Fiscal Year-to-date Financial Reports – Motion to accept by Bluette, approved by Rich, seconded by Dave, (Tammy will be coming to the May meeting.)

Old Business

1. Events

- a. St Patrick's Day Celebration: Recap of March 10th activities; - over 500 people, larger parade
- b. Taste of Siren: Non-profit solicitation letter responses for 2020+ partners due March 19th; - Burnett County family resource center and the Humane Society want to be considered.
- c. Music in the Park: All bands contracted & 8 of 13 non-profits scheduled for refreshments
- d. Poster process review & update. – Completed 3/12/18

2. 2017-2018 Membership

- a. 2017-18 Memberships: 78 (vs. 84) Businesses including 4 (vs. 6) new; 10 Non-profit paid.
 - i. Renewal notices: No renewals since last Board meeting; other progress/feedback? – still a few that haven't renewed.
 - ii. New Member Welcomes: WITC to be held May 15th & Jamberry tbd;
 - iii. Visits needed: Kapes Lakeside, new 'Fat Daddys'; stopped recently at A&W.
- b. Member Meetings – bi-monthly educational 'lunch & learn' sessions:
 - i. Mar 20th: Joe Wacek/DSI & Miss Siren as guests, and 'preview' with WITC/SOFTEC; 5-6pm wood shed,
 - ii. May 15th: 'Siren Economic Development Conversation', with WITC/SOFTEC as guests;
 - iii. July 17th: 'Siren PD Conversation' including latest business-related items (& police dogs);

3. Social Media/Website

- a. Website: Employment page to be added; DSI WI Promise grant for funding & video.
- b. Facebook Photo Contest: #sirenphotostory photo story/essay later this year.
- c. Siren Video Plan:
 - i. Raw footage completed March 10th; - in process of putting videos together.
 - ii. Julie H. & Chris M. to meet with videographer to finalize all videos; date tbd. – would like summer video completed by end of April.

New Business

1. Tourism

- a. Customer Service Training: Held by Julie Fox (Dept. of Tourism) at Siren School; date tbd; 1.5 – 2 hrs of training.
- b. Dementia Friendly Business Training: 'Get your purple angel' – consider scheduling training
- c. BurnettWire.com: *Dryden News Wire's Top 1M pageviews in just first 53 days of 2018!*
 - i. Julie Hall designated as 'point person' for weekly stories & events, as well as ad creation. – she's submitting photos with stories. Doing 1 per week.
 - ii. We will be highlighting burnettwire on various events due to the reduced fees we get for this service.
- d. Siren Sign: Recap of 2017/18 issues (attached); March 7th meeting with Ryan Benson; next steps. – recommendation is to pursue negotiation of a 3 year extended labor warranty agreement, with 1st year "free" due to the number of issues already incurred in year 3.

2. Economic Development (ED)

- a. Siren ED Advisory Committee: - monthly meetings
 - i. February 21st Meeting: 'In Your Eyes' exercise & organizational chart finalized (attached);
 - ii. 'Impact of Levy Limits & Strategies for Keeping & Attracting Young People' Meeting: Ann Peterson attended on March 1st in Chippewa Falls;

- iii. Rice Lake Chamber ED & Education Committee: Siren School & Chris M to attend April 5th meeting;
- iv. J. Hall New Responsibilities: Must determine procedure for payment. – Burnett wire, siren sign, posters – ask to be billed monthly and we will pay her directly.
- b. Chamber Fundraiser: R. Tims update – tickets printed & ready for sale.

3. Communications/Requests

- a. Liability Insurance Cancellation Notice: New provider request submitted thru Jensen-Sundquist;
- b. February 27th Complaint: St. Cloud individual with claims against Chamber & Siren;
- c. Jimmer Hagerl Benefit Donation: Freedom Five race registration & Supercell shirt;
- d. 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: 1:23pm – Motion to accept by Blurette, approved by Rich, seconded by Dave