

# SIREN CHAMBER OF COMMERCE BOARD MEETING MINUTES

May 8, 2017

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

**In attendance:** Ranae Beers, Dave Bertuleit, Jamie Morales, Joan O’Fallon, Blurette Puchner, Rich Tims & Chris Moeller

**Secretary’s Reports:** April 10<sup>th</sup> Board Meeting Minutes; motion by Blurette with second by Ranae to accept; approved without negative vote.

**Treasurer’s Report:** 2017 Fiscal YTD Financial Reports; Chris reviewed reconciliation notes at foot of P & L statement and counseled to limit non-routine spending for balance of fiscal year; motion by Dave with second by Rich to accept; approved without negative vote.

- Executive Director YTD hours currently at 47 over budget (down from 90).
- 1<sup>st</sup> 2017 Drawdown (\$5,000) received May 4<sup>th</sup>; pending deposit.

## Old Business

### 1. Events

- a. Taste of Siren: Tickets are on sale online and at select businesses; questions were raised about whether this Taste would be as large as what was initially expected; 3-4 staffing still needed.
- b. Music in the Park: Sponsorships, including program sponsors, at 100% budget; banners welcome.
- c. July 3<sup>rd</sup> Street Dance: In2ition contract signed & deposit issued; 3 rooms reserved at \$70 each; Blurette stated that sponsorships will now start to be solicited.
- d. July 24<sup>th</sup> Golf Outing: Poster being printed; fee raised to \$65 (vs. \$60); priority is for teams.

### 2. 2016-2017 Membership

- a. 80 Businesses (vs. 84) including 2 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), and with Firefly Village being scheduled for May 24<sup>th</sup> at noon.
- b. Member Meetings – bi-monthly educational ‘lunch & learn’ sessions:
  - i. May 16<sup>th</sup>, 12 Noon-1:30 pm: “Marketing Musts for 2017”, The Lodge
  - ii. July 18<sup>th</sup>, 5-6 pm: BC Fresh & Healthy, Inc. (creation, activities, farm-to-table, etc.), Crooked Lake Park
  - iii. Sep 19<sup>th</sup>, 5-7:30 pm: Annual Awards Meeting, Kris’ Pheasant Inn
  - iv. Nov 14<sup>th</sup>, 12 Noon-1:30 pm: Dr. Kevin Shetler, Strategic Plan Update, location tbd
  - v. Jan 16<sup>th</sup>, 12 Noon-1 pm: Nate Ehalt, Burnett County Administrator, location tbd
  - vi. Mar 20<sup>th</sup>, 5-6 pm: tentative ‘Siren Economic Development Conversation’

### 3. Social Media/Website

- a. Website: Initial ‘Ad Words’ campaign discussion with webmaster Roger Peck; plan pending.
- b. Siren Video Plan:
  - i. Funding: BC Tourism grant (attached) received for \$3,086! SCOC portion \$1,543.
  - ii. Spring & Summer Plans: Initial details outlined; next video date scheduled for May 13<sup>th</sup> including the Taste of Siren.
- c. Pinterest: Julie Hall just launched Siren on Pinterest – creating three ‘Boards’: Adventure, Arts, Amenities – with plans to highlight seasonal photos on each and using much content from the new Siren booklet and the Facebook photo contest.

### 4. Siren Sign:

- a. Chris contacted another sign owner also experiencing recent connection problems and she reviewed key points of their conversation with the Board;
- b. A May 4<sup>th</sup> meeting with Ryan Benson and Chris centered around options & next steps, with Ryan confirming a 3-year statute of limitations – Siren is at two years the end of May;
- c. Board request that Chris contact Northland Signs to complete a non-partial evaluation of the Siren sign’s construction and provide an independent opinion as to its quality.

## **New Business**

1. **“Why join the Siren Chamber”**: New benefits 1-pager to be shared at May 16<sup>th</sup> member meeting, as well as launch of ‘Job Posting’ resource on Chamber Facebook page.
2. **Tourism:**
  - a. **Beautification Phase 2**: Siren Tourism Commission decision to include replacement of four Main Street corner trees with commercial flower planters; Lions donation of \$1,000 towards these costs.
  - b. **Chamber Donation**: Chamber donated lights & light display from storage shed to Siren Lions.
3. **Communications/Requests**
  - a. **NACF’s May 1-15 Campaign**: “We’re all in this together – Let’s fight hunger” ongoing against \$4,200 matching grant funds.
  - b. **Pageant email receipt**: Ranae, Blurette and Chris met prior to Board meeting on this topic and discussed action(s) to be taken; Chris will review with Georgia; strong need still exists for volunteers, especially this year as both Georgia and Christa have daughters in the competition.
  - c. **New Event Proposal**: ‘SIREN HOME & HEALTH EXPO’ proposal reviewed by Chris; Sara McLain, idea originator, would volunteer as event chair; Inter-County Leader has agreed to be media partner if pursued; Board concern exists with the typical high cost per booth at expo’s and asked that Chris and Sara ascertain level of interest by all Burnett County health organizations (and businesses).
  - d. **New ‘Siren 1-pager Map’**
    - i. Design work to begin in May to meet 2017 goal for this project;
    - ii. Chris also reviewed an idea to redesign the prior ‘Siren Directory’, including ad sales to offset the cost; it was agreed to be placed as a 2018 project.

**Meeting Close:** Motion by Dave with second by Joan; approved without negative vote.