

SIREN CHAMBER OF COMMERCE BOARD MEETING AGENDA

November 13, 2017

Meeting Open 12:05pm

In attendance: Bluette Puchner, April Highstrom, Rich Tims, Dave Bertuleit, Chris Moeller and Mary Smoliak

Guest attendance: Gary Kannenberg - Siren Lions Club

Secretary's Reports: October 16th Board Meeting Minutes – motion to accept by Bluette, approved by Rich, seconded by Dave

Treasurer's Report: 2017-18 Fiscal Year-to-date Financial Reports, plus 2017-18 Budget – motion to accept by Bluette, approved by Dave, seconded by Rich

- Executive Director YTD hours currently at 33.5 over budget – Executive Director annual review will be scheduled by Bluette
- 2017-18 Budget: Draft review for Board approval. – Ran out of time during this meeting, we will cover this at the December meeting.

New Board Topics:

- Election of 2017-18 Vice-President, Secretary, and Treasurer. - Elected for Vice President is Dave Bertuleit, elected for Secretary is Mary Smoliak. We are looking into removing the Treasurer position since the main responsibilities are already covered by Chris. We are confirming with Rochelle that any officer can sign our tax return.
We found that the By Laws need to be updated.
Bluette will carry on a 2-year term if needed being that Dave is only available for 2018 for the VP position.
Motion for slate of candidates approved by Bluette, approved by Rich, all in favor
- Assignment of Board members with annual event committees. – Chris providing updated document of events to the board
It was suggested that the Golf event have 2 teams play at the same time and therefore score each other. This will keep the game honest. Mary is unable to assist with most events due to her company and will assist with sponsorship calls.
Chris, Dave, Bluette and Ranae will meet to discuss sponsorship plans in December.
- Executive Director performance review & assessment of Chamber activities/workload; 2017-18 draft goals attached.
Officers will get together and discuss this – Bluette will schedule a meeting before the December meeting with Dave, Mary, Ranae. Chris will provide the board current pay and last increase amount information included expected future compensations.

Old Business

1. Events

- a. Christmas in Siren: Posters available for distribution; Small Business Saturday promotions.
- b. Music in the Park: 2018 Schedule in progress. – We have 1 less week in 2018 so we may have to put 2 bands together.
- c. Poster process review & update. – To be reviewed at the next meeting.

2. 2017-2018 Membership

- a. 2017-18 Memberships: 63 (vs. 84) Businesses including 1 (vs. 6) new; 11 Non-profit paid. New Member Welcomes up to date for this year.
- b. Member Meetings – bi-monthly educational 'lunch & learn' sessions:
 - i. Nov 14th, 12 Noon-1:30 pm: Dr. Kevin Shetler, Strategic Plan Update, Pour House
 - ii. Jan 16th, 12 Noon-1 pm: Nate Ehalt, Burnett County Administrator, location tbd
 - iii. Mar 20th, 5-6 pm: tentative 'Siren Economic Development Conversation'
 - iv. May 15th: tentative 'Siren PD Conversation' including latest business-related items
 - v. Possible future topics: ADRC 'Dementia Friendly' business training (Bremer completed)
 - vi. PLUS tentative 'Communicating Across Generations' session by UW-Extension M. Kornmann.

3. Social Media/Website

- a. Website: Initial 'Ad Words' campaign discussion with webmaster Roger Peck.
- b. Facebook Photo Contest: Launched new contest #sirenphotostory on November 1st.
This promotes people to come to the community by asking for "people" pictures and/or with their pets. Julie Hall is contacting the school to see if they have someone to put together a story if possible. The Chamber will decide on 12 winners.
- c. Siren Video Plan: BC Tourism grant (attached) received for \$3,086! SCOC portion \$1,543.
 - i. July 4th in edit; Spring, summer & fall footage complete.

New Business

1. Tourism

- a. BCTC Annual Fall Banquet: October 22nd, 5-8:30 pm, St. Croix Casino; dinner, art show, program. The new president is Tiffany Fesenmaier, one of the owners of The Cabin Corner in Danbury was elected.

2. Economic Development -

- a. WHEDA & Burnett County Economic Development Conversation: October 25th meeting.
- b. Governor's Northern Region Economic Development Summit: October 25th & 26th.
- c. St. Croix Valley Tourism Conference: November 1st; Osceola contact for air show had 10k people! They put all their money into online advertising and had great success with it.
- d. Softec Meeting: November 2nd. – This is a new company being started that will bridge the needs of businesses and the community. Softec assesses what businesses need to succeed. WITC is willing to do custom courses. There will be a 6-week course at a location here in Siren. Mobile classrooms will be available as well.
- e. Siren Economic Development Kick-Off Session: November 29th; Marie Steenlage, WEDC. – other villages our size, etc., it was suggested that Julie attend. This is Siren focused.

3. Communications/Requests

- a. WI Promise: DSI grant application – request to add 'Employment' section to Siren website. – The section is being added at no additional cost. We are also adding an Employment section to our Facebook page as well.
- b. WITC: New contact, Liz Pizzi – November 8th meeting.
- c. New Event Proposal: 'THE SIREN EXPO' proposal; S. McLain, chair; Inter-County Leader, media partner; next step – Sara & Chris to estimate vendor booth fee.
- d. Sponsorship calls – For future donations we should ask for both dance and golf outings sponsorship.

Meeting Close 1:10pm – Motion to adjourn by Blurette, approved by Dave and seconded by Rich