

# SIREN CHAMBER OF COMMERCE BOARD MEETING MINUTES

October 16, 2017 12pm

## Meeting Open 12:03pm

In attendance: Bluette Puchner, Robyn Beek, Ranae Beers, and Mary Smoliak

**Secretary's Reports:** September 11<sup>th</sup> Board Meeting Minutes – Motion to approve by Ranae, and 2<sup>nd</sup> by Robyn

**Treasurer's Report:** 2016-17 Fiscal Year Financial Reports, plus 2017-18 Budget – unavailable due to computer repair

- Executive Director YTD hours currently at 70 over budget – Executive Director annual review to be scheduled;
- 2017-18 Budget: Draft review for Board approval.
- Motion to approve by Bluette, 2<sup>nd</sup> by Ranae

## New Board Topics:

- Future meeting days/times: keep with 2<sup>nd</sup> Monday, 12 noon, Siren Village Hall? – All in favor to continue as-is
- New member orientation session(s). – Will discuss later
- Executive Director performance review & assessment of Chamber activities/workload; 2017-18 draft goals attached. – No attachment – Will discuss later

## Old Business

### 1. Events

- a. 2018 Street Dance: 2018 Band contract & sponsor solicitations. – Ranae and Bluette meeting with Chris – It was agreed we are having D-boyz play as we have used them in the past (3yrs ago) and they were good.
- b. Trunk or Treat: This event is pending. Bluette is emailing Chris for an update on the Facebook post response, Moms for Kids and Child Care Centers to see if they want to take it over.
- c. Christmas in Siren: Poster in progress – Will discuss later
- d. Poster process review & update. – on hold until next meeting

### 2. 2017-2018 Membership

- a. 2016-17 Memberships: 84 Businesses including 6 new, 1 new owner & 2 lapsed members; 11 Non-profit paid ; 1 Individual. New Member Welcomes not held: Gary's Rude Café, Roosevelt Hills, MPM Pest Management, & Pillar To Post Home Inspectors.
- b. Annual Awards Meeting: Debrief – largest attendance! Thank you – Dair Stewart. The Meeting was nice but it went too long. We should quickly go through the successes (but not the details). The social media update went on too long.
- c. 2017-18 Memberships: 50+ received with 1 new member (10/5 Jed's Laker Lounge ribbon cutting). – ribbon cutting went fine
- d. Newsletter: Bi-monthly frequency.
- e. Member Meetings – bi-monthly educational 'lunch & learn' sessions:
  - i. Nov 14<sup>th</sup>, 12 Noon-1:30 pm: Dr. Kevin Shetler, Strategic Plan Update, location tbd
  - ii. Jan 16<sup>th</sup>, 12 Noon-1 pm: Nate Ehalt, Burnett County Administrator, location tbd
  - iii. Mar 20<sup>th</sup>, 5-6 pm: tentative 'Siren Economic Development Conversation'
  - iv. May 15<sup>th</sup>: 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: New website launch! Initial 'Ad Words' campaign discussion with webmaster Roger Peck.
- b. Siren Video Plan: BC Tourism grant (attached) received for \$3,086! SCOC portion \$1,543.
  - i. July 4<sup>th</sup> in edit; September 'summer sports' shoot held! Fall shot list developed.

## New Business

### 1. Tourism:

- a. September 12<sup>th</sup> 'Siren Driving Tour': Thank you – Shelly Harkins & Julie Fox.
- b. BCTC Annual Fall Banquet: October 22<sup>nd</sup>, 5-8:30 pm, St. Croix Casino; dinner, art show, program. – Harriet was making her rounds to local businesses.

## **2. Communications/Requests**

- a. Run Down Hunger: Thank you – Debbie O’Connell. -
- b. WI Promise: September 26<sup>th</sup> dinner & meeting date debrief. DSI grant application – request to add ‘Employment’ section to Siren website.
- c. WHEDA & Burnett County Economic Development Conversation: October 25<sup>th</sup> meeting.
- d. WITC: New contact, Liz Pizzi – attend November membership meeting.  
Lunch n lunch in November -
- e. New Event Proposal: ‘THE SIREN EXPO’ proposal; S. McLain, chair; Inter-County Leader, media partner; next step – Sara & Chris to estimate vendor booth fee.
- f. Chair Person/People for each Event – It was suggested that we have someone chair every event.

**Meeting Close – 12:25pm**