

SIREN CHAMBER OF COMMERCE BOARD MEETING MINUTES

September 11, 2017 12pm

Meeting Open 12:03pm

In attendance: Blulette Puchner, Jamie Morales, Joan O'Fallon, Dave Bertuleit, Chris Moeller & Mary Smoliak

Guest attendance: Gary Kannenberg – Siren Lions Club

Secretary's Reports: August 14th Board Meeting Minutes reviewed. Motion to approve by Joan and seconded by Dave.; motion carried without negative vote.

Treasurer's Report: 2017 Fiscal YTD Financial Reports reviewed. Motion to approve by Jamie and seconded by Dave.; motion carried without negative vote. Chris M. has her computer repaired and will now have a chance to update the 2017-18 budget for review at the October Board meeting.

Old Business

1. Events

- a. 2018 Street Dance: 2018 Band contract & sponsor solicitations.
Noticed too many changes in the band members for Intuition and they didn't play the entire time they were paid for so it was decided to not have them return.
It was suggested we use the D-Boys Band again. They are good for families and only \$2k.
- b. 2018 Golf Outing: Kris P. has requested 6 Chamber volunteers for next year. Joan and Gary volunteered to help find volunteers. We will try for at least 4 volunteers but the minimum would be 2.
- c. Harvestfest: Poster complete; ad internally designed & submitted; 22 A&C vendors/28 booths.
- d. Trunk or Treat: Event discussion. Chris will send out a Facebook post and reach out to Moms for Kids and Child Care Centers to see if they want to take it over.
- e. POSTER PROCESS REVIEW & UPDATE at October Board meeting.

2. 2016-2017 Membership

- a. 84 Businesses (vs. 84) including 6 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, MPM Pest Management, Pillar To Post Home Inspectors, & Pendleton Pawn.
- b. 2017-18 Memberships: 50 received as of 9/7 with 1 new member (Jed's Laker Lounge); evaluate newsletter frequency; repeat 'survey' & Board review of Chamber activities?
Suggested we do the Newsletter every other month for a while to see how it goes.
The last time a survey went out was in Dec 2 years ago. Discuss this in more detail at the next meeting.
- c. Annual Awards Meeting, Sep 19th, 5-7:30 pm, Kris' Pheasant Inn: 39 attending as of 9/7; Board member terms/replacements.
66 RSVPs, Chris is working on the slide show.
Jamie's position is open, Dave is staying on, Mary is staying on and Joan's position is open. Gary Beek from Firefly might join.
- d. Member Meetings – bi-monthly educational 'lunch & learn' sessions:
 - i. Nov 14th, 12 Noon-1:30 pm: Dr. Kevin Shetler, Strategic Plan Update, location tbd
 - 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: New website conversion by Annual Meeting! 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. Gandy Dancer Airshow video complete! July 4th in edit; August 'summer sports'/'wedding' shoot canceled due to weather.
- c. Social Media: Sep. 8th meeting with Julie H. to finalize 1st year results & set 2nd year goals.

- d. Business Directory – It was suggested to have our business directory in print and online and just online only and no print. Further discussion at a later date.

New Business

1. Tourism:

- a. NEW Siren 1-page map: graphic design progressing for Annual Meeting handout.
- b. BCTC Annual Fall Banquet: October 22nd, 5-8:30 pm, St. Croix Casino; dinner, art show, program.

2. Communications/Requests

- a. Small Community Forum: September 20th, Cumberland.
- b. BC/PC Police Support: New Fraternal Order of Police Golf Outing event – September 23rd, Luck.
- c. WI Promise: Dinner & meeting date – September 26th.
- 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.

3. Computer: Computer has been repaired.

4. Director Vacation: October 6th-15th.

5. Chris's Review is due and will be discussed when she is back from vacation.

6. Economic Development Plan – Will discuss in the future.

Meeting Close 1:20pm - Motion by Jamie with second by Mary; approved without negative vote.