

BRILLION CHAMBER OF COMMERCE BOARD MINUTES

December 18, 2019

Brillion Community Center

12:00 PM

CALL TO ORDER: Amy Myers called the meeting to order at 12:09 PM.

1) **ROLL CALL:** Present were Brian Witt, Amy Myers, Jennifer Lecker, Beth Wenzel, Tami Gasch and Jamie Vandermuese. Also, present was Karen Novy, and Lori Gosz as non-voting members. Missing was Nick Madison. Guest was Lisa Herrick

2) **APPROVAL OF THE AGENDA:**

Motion –Louie Lecker made Motion to Approve Agenda with changes. Seconded by Tami Gasch. Call vote taken. Motion carried unanimously.

3) **APPROVAL OF MINUTES –November 2019 Minutes.**

Motion –Louie Lecker made Motion to Approve Minutes. Seconded by Brian Witt. Call vote taken. Motion carried unanimously.

4) **PRESIDENT’S REPORT:** Amy thanked Chandra Kluck and Joanne Moehr for their years of service. Chandra is resigning and Joanne’s term is up. Amy also thanked the board for all they have done throughout the year. Amy mentioned that Mark Olson reached out to the Chamber to help assemble/create brochures.

5) **SECRETARY-TREASURER REPORT:**

Karen Novy presented December’s Secretary Report and November’s Treasurer Financial Report.

Ending balance Chamber Bucks Account #336319:	November 30, 2019	\$155.41
Ending balance Primary Account #301477:	November 30, 2019	\$18,258.71
Ending balance BWC Account #400800576:	November 30, 2019	\$8908.68
Ending balance PayPal	November 30, 2019	\$215.39

Motion – Louie Lecker made a motion to approve the Secretary & Financial Reports. Seconded by Tami Gasch. Call vote taken. Motion carried unanimously.

6) **RDA: Lori Gosz** – Thursday the RDA had a meeting to revise their comprehensive plan. Key people in Brillion attended and discussed business projects and downtown samples from EDC to survey downtown RDA district.

- RDA will own the Dollar General building once it is vacated.

7) **CITY OF BRILLION: Lori Gosz** –City has a revolving loan for new business owners but there is a lot of red tape and will be closing this program. These funds (\$76,000) will now be available to be used for city projects and used to demolish Dollar General.

- The developer for the apartment complex is finalizing plans and ready to go in February

8) **SCHOOL DISTRICT UPDATE:** – Nick Madison N/A

9). **Committee Reports:**

A. Membership ():

a. Recruitment: The Membership Committee went out to deliver the new packets. Brian Witt said it went smoothly. Amy suggested to write a follow-up letter. The next step will be to go out to perspective new members.

b. Retention:

B. Marketing (Amy):
Public Relations

- a. **Website (Amy, Doug, Lisa White):** Website is finished.
- b. **Newsletter (Karen):** Karen Novy mentioned that at all functions we should take pictures to put in the newsletter.
- C. **Facebook (Tami):** Tami is looking at why there is not much interaction. Tami uses page manager to share information.
- D. **Events (Brian and Karen):**
 - a. **Golf Outing (Brian & Karen):** Date will be July 8, 2020. Brian Witt stated that we need to start working on the event and budget soon.
 - b. **Youth Apprenticeship:**
 - c. **Awards Ceremony (Nick and Amy):** Brian Witt stated that the event made approximately \$1200.
 - d. **Wine, Beer Cheese & Chocolate (Joanne Moehr & Kris Bastian):** The WBC&C committee requested the 15% administrative fees dropped. Amy Myers made a motion to dissolve the 15% administrative fees that we charge the WBC&C. Seconded by Beth Wenzel. Call vote taken. Motion carried unanimously.
 - e. **Pop Up Business (Brian & Lori):**
 - f. **Shop Local (Chandra & Tami Gasch):**
 - i. **Chamber Bucks (Doug):**
 - ii. **Turkey Promo:**
 - iii. **American Express/Shop local:** Beth Wenzel stated that the Holiday Word Search in the paper this year had good results.
 - iv. **Key Fobs/Coupon Booklet ():**
- E. **Education (Brian)**
 - a. **Lunch & Learn (Brian):** Brian mentioned that the next LNL will be in February and the topic will be ChamberMaster. Tami Gasch suggested taping the sessions and Amy Myers stated that it is on the schedule but concerned that no one will come then.
- F. **Finance (Brian & Karen):** Brian stated that the 2020 budget is -\$1200. The board stated that we will cancel our office lease rental which will give us \$2400 more in the budget. Both Lori Gosz and Brian Witt stated that they both have room to store the Chamber items. Louie Lecker made a motion to cancel the office lease when it expires. Seconded by Amy Myers. Call vote taken. Motion carried unanimously.
- G. **Audit (Joanne):** Karen Novy mentioned that Joanne Moehr has all the information.
- H. **Strategic Planning (Brian, Amy):**
 - a. **Strategic Communications Plan: (Amy, Brian):** Amy Myers suggested having another Strategic Plan and will be discussed at the next Monday meeting.
 - b. **Reorganization of Committees: (Amy, Brian)**
 - c. **ChamberMaster (Amy):**

10) New Business:

- A. Next Meeting is on Wednesday January 15, 2020 at Deer Run at noon.
- B. Approve 2020 budget discussed above. 2020 Calendar still needs to be approved.
- C. The drawing for discounted membership from the LNL was at the Jingle & Mingle. 2 of the 3 that won are already members. So, they will receive \$150 off their 2021 membership fees.
- D. WBC&C administrative fees was discussed above.
- E. Beth Wenzel talked about Wrightstown's program of having ads in conjunction with their chamber in the paper. Since there is a lot of Zander filler in the paper, Beth suggested Chamber do something like this with our logo along with local businesses. Karen Novy suggested that since we already advertise the LNL that maybe we could tie the two into together since we don't have additional advertising costs in the budget. And also use the food sponsor as one of the ads. Amy Myers will look into it.
- F. Jamie Vandermuese handed out a "Think Here First" packet explaining how local businesses should work together and use local resources. Jamie shared his own growth plan for Primary. Jamie will do more research and bring to our next strategic planning session.
- G. Amy Myers handed out a sheet from Mark Olson to use as the brochure and bring groups together on joint ventures.

11) Old Business:

- A. Open Board Position: Not discussed.

ADJOURNMENT: The meeting adjourned at 1:26 pm
Respectfully Submitted;

Karen Novy, Secretary/Treasurer – Brillion Chamber of Commerce
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