

# OWACC Board of Directors Meeting

June 20, 2011, 6:30 p.m., Withee Village Hall

1. **Call to order:** 6:36 p.m.

2. **Roll Call:** Present - Borgeson, Esker, Greschner, Koplitz, Mitchell, Rohland

Absent – Bruesewitz, Laube, Tabbert

Others present: None

3. **Approve minutes:** May 16, 2011 Board of Directors meeting:

Motion: Greschner    2<sup>nd</sup>: Borgeson    Vote: Unanimous

4. **Treasurer's Report:** May, 2011 (financials, new members, donations, etc.):

Motion: Borgeson    2<sup>nd</sup>: Esker    Vote: Unanimous

5. **Action Items:**

a) **Appointment of New Secretary:** No action taken.

b) **Chamber Bucks Program – Decals/Signs:** Very little response from members. Of those responding approximately half would use and half would not. No action taken. Will research lower costs, minimum order, expenses, before further action.

Motion: Mitchell    2<sup>nd</sup>: Greshner    Vote: Unanimous

c) **Chamber Member Decals/Sign:** Very little response from members. Of those responding approximately half would use and half would not. No action taken. Will research lower costs, minimum order, expenses, before further action.

Motion: Mitchell    2<sup>nd</sup>: Greschner    Vote: Unanimous

d) **"Your Town" Promotion – WSAW-TV:** Reviewed and discussed program and costs. Not a good fit for our Chamber at this time. No further action.

Motion: Greschner    2<sup>nd</sup>: Borgeson    Vote: Unanimous

e) **WAXX Advertising Program:** Discussion on membership participation and approval process from Lyle at WAXX. We are getting conflicting statements of who has and who has not agreed to participate in each advertising series from Lyle and participating businesses. We will require a list of business participants and copies of their written agreement from Lyle before we approve each series.

Board also discussed billing cycle. Previously, the participating members were billed after the completion of the series. This created some issues when payment was received and some cash flow concerns of when our bill was due to WAXX Radio itself. Additionally, if there was a conflict in who signed up for the series then corrective action could be taken sooner during the series instead of after

the completion of the series. Board agreed to send out bills to participating members as soon as listing is received from Lyle.

Greschner questioned what was being done for a discount of pricing because of significant lack of coverage since the WAXX tower blew down in the spring. We discussed the agreement we signed with WAXX for additional spots as compensation for this reduced service area. We also discussed that there should be additional monetary discounts from our bill for this problem as well.

This discussion is a continuation of detailed discussion and action taken in closed session last month. General consensus of the Board is to continue working with Lyle to resolve outstanding concerns. No formal motions were made.

- f) **O-W Enterprise Name Game Scramble Promotion:** The Chamber was approached by the O-W Enterprise with a request to participate in their business promotion by donating prizes in the form of Chamber Bucks. This request was submitted after their promotion had begun. Donation of this type was not a budgeted line item for the Chamber. Expenditure of funds outside a budgeted line item must go before the Board for review and approval.

The Board reviewed and discussed this request at a late notice and decided that we do not currently have monies budgeted for this promotion. Funds for these types of donations are limited at best and any available funds must be used to promote Chamber sponsored activities only. We will review this as a line item for the coming year during budget development.

Board declined to participate in the O-W Enterprise business promotion.

Motion: Greschner    2<sup>nd</sup>: Rohland                      Vote: Unanimous

- g) **Business After Hours – Summer – July 15, 2011 - Review budget and planning:** Board discussed location and budget for the Summer “Business After Hours” for the Chamber members. Location will be Munson Bridge Winery. Date will stay the same. Hours will be from 6:00 p.m. till 9:00 p.m.. Budget will be \$175.00. The attending business representative and/or guest will receive two drink tokens which the Chamber will pay for. Mitchell will develop and mail out invitations to members in good standing. Munson Bridge Winery will provide appetizers and host the event. There will be music there that evening.

The Chamber will provide 5 - \$5.00 Chamber Buck Certificates for door prizes. MBW will provide a gift basket. Tammy Mitchell will provide a Red Rooster Herb gift basket. Any other door prizes we can come up with. Borgeson will bring Chamber Buttons remaining from last event for those attending this event.

Motion: Mitchell                      2<sup>nd</sup>: Rohland                      Vote: Unanimous

## 6. Liaison Reports:

- a) **O-W Development Corporation:** No report
- b) **Owen City Counsel/Downtown Revitalization Committee:** Presentation by CWAIC for the Community Development Authority CDA. Tim Swiggum hired as director for the CDA.

- c) **Agribusiness Innovation Center, Inc.:** No Report
- d) **Withee Village Board:** No Report
- e) **Hwy 29 Partnership:** No Report
- f) **Clark County Board/Economic Dev. Corp & Tourism:** No Report

**7. Committee Reports:**

- a) **Newsletter:** Rohland is still working on putting together. Time constraints and business commitments. Potential articles on Business congratulations for Dairyland Silo, Del's service, and Joyce Rinehart. Also need articles for an update on the EXPO and the Chamber welcoming signs.
- b) **Communication Center:** No Report
- c) **Chamber Bucks:** Covered during the Treasurer's report and Action Item 5.b.
- d) **Website:** Still continuing updates as received.
- e) **O-W Hwy 29 Welcome Signs:** Borgeson sent out letters to the community organizations detailing availability and use of the Welcome Signs. Available space is not intended for use by Chamber businesses but for community organizations. Sign space is limited to size. Borgeson will mount the signs once he receives from the various organizations.
- f) **Chamber Advertising/Promotions:** Topics of discussion were covered under Action Items 5.e and 5.f.. No Further discussion.
- g) **Membership:** Reminders were mailed to all members who have not renewed to date. Action will be taken at the July Board meeting.
- h) **Expo:** Rohland provided a final update for the EXPO. Mitchell provided a final budget accounting for the EXPO. Rohland will prepare article for Newsletter.
- i) **Correspondence Received:** None

**8. Old Business:** Rohland sent out cards to Del's Service and Dairyland Silo for recognition of years in business.

**9. New Business:** None

**10. Adjourn Time:** 8:23 p.m.                      Motion: Borgeson      2<sup>nd</sup>: Greschner                      Vote: Unanimous