

OWACC Board of Directors Meeting

May 16, 2011, 6:30 p.m., Withee Village Hall

1. **Call to order:** 6:40 p.m.

2. **Roll Call: Present:** Borgeson, Greschner, Laube, Mitchell, Rohland, Tabbert **Absent:** Bruesewitz, Esker, Koplitz

Others present: Cynthia Eichman

3. **Approve minutes:** April 18th, 2011 Board of Directors meeting:

Motion: Laube 2nd: Borgeson Vote: Unanimous

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

Motion: Borgeson 2nd: Laube Vote: Unanimous

5. **Action Items:**

a) **Resignation** - Sandy Bruesewitz wishes to resign from the position of Chamber Secretary. She will still retain her position on the Chamber Board of Directors. Board accepted her resignation.

Motion: Laube 2nd: Mitchell Vote: Unanimous

b) **Appointment of New Secretary** - Discussion of replacement Secretary. No volunteers at meeting. Board took no action to appoint new Secretary. President Mitchell will record and publish minutes for the time being.

Nomination: N/A Motion: N/A 2nd: N/A Vote: N/A

c) **New Business Membership** – First Years Dues: Question was presented at the Chamber Expo concerning the possibility of a “New Business” to the community receiving their first year’s membership in the Chamber at no cost. Would this also apply to a going business being sold and being considered a “New Business?” Board discussed different scenarios but the consensus was that for the minimal cost of the Chamber membership any “New Business” should be required to pay for their first year membership.

Motion: Greschner 2nd: Tabbert Vote: Unanimous

d) **Business After Hours** - Summer: Discussion on hosting a summer “Business After Hours” gathering for Chamber members. Rohland volunteered Munson Bridge Winery to host event. Tentative date is July 15th, 2011. 5:00 p.m. – 9:00 p.m. Drink tickets and door prizes similar to previous gatherings will be provided.

Motion: Mitchell 2nd: Rohland Vote: Unanimous

6. **Liaison Reports:**

a) **O-W Development Corporation:** No Report

- b) **Owen City Counsel/Downtown Revitalization Committee:** No Report
- c) **Agribusiness Innovation Center, Inc.:** Laube reported on CWAIC still working on securing private funding for project.
- d) **Withee Village Board:** Borgeson reported on the Village Board borrowing \$25,000 to go towards finishing Ball Park renovations. Loan will be paid back from Ball Park operations. Village is hiring part time Village Clerk to fill-in when Michelle is gone.
- e) **Hwy 29 Partnership:** No Report
- f) **Clark County Board/Economic Dev. Corp & Tourism:** Rohland reported on a county coordinated Studio Tour of local artisans on April 30, 2011. Tour was very successful and well received by participants. Will possibly do on an annual basis.

7. Committee Reports:

- a) **Newsletter:** Rohland will work on developing and publishing the quarterly newsletter. Possible topics will include; Chamber Expo, Passport Tour and Breakfast, Withee Days, Owen Junior Fair, Summer Business Gathering, Congratulations to area businesses for years of service.
- b) **Communication Center:** No Report
- c) **Chamber Bucks:** Chamber Bucks financials were presented as part of the overall Treasurer's Report. Working on increasing exposure of the businesses that can use and promote the Chamber Bucks. Mitchell will send out question to all Chamber members via e-mail concerning use and ability to promote Chamber Bucks in their business operations. Possible signage for them to display within their businesses promoting Chamber Bucks.
- d) **Website:** Mitchell discussed need of members to keep information current for not only web site but for use by Communication Center as well.
- e) **O-W Hwy 29 Welcome Signs:** Borgeson has installed Chamber Logo on both Welcome Signs as you come into town. Discussion also on available space on these signs is limited to local community organizations and non-profit groups for their activities. It is not available as an advertising medium for Chamber member businesses.
- f) **Chamber Advertising/Promotions:** Continuing discussion on WAXX Radio Advertising program concerning member accounts and overall management of this Chamber activity. This will be further discussed in Executive Session at the end of the meeting. Greschner and Tabbert will continue to compile and transfer records to Tabbert.

Board also discussed area coverage of WAXX Radio promotions. Coverage has been significantly reduced since their tower blew down. Lyle Miller presented – mailed – to the Board an agreement for free radio spots based on previous usage. Amount of spots would need to be determined after coverage was restored. General consensus was that any signed agreement would stipulate that the agreement would only apply to the Chamber itself and not affect any rights that participating Chamber businesses may be entitled to. Greschner indicated WAXX Radio was working with other area

businesses with a similar plan. Mitchell was authorized to sign agreement with the stipulation clearly indicated that it applied only to the Chamber and not individual members.

- g) **Membership:** Laube is working on getting plaques to new members who joined the Chamber during the EXPO as well as getting the yearly stickers to active Chamber Members.

There was further discussion on need or desire for a window decal or sticker to advertise Chamber membership by businesses. No clear consensus by board members. Mitchell will send out question via e-mail to members for their feedback.

Board also discussed issue of businesses who have not renewed their membership for 2011 yet. There was some concern raised from some business members that they did not receive or that the Chamber does not send out bills for this. The Chamber did send out a reminder at the end of 2010 for membership renewals. However, it did not look like an invoice or bill. It was more of a friendly reminder that dues were due. The Chamber will send out a formal invoice for the coming year so there is no confusion in this area. Mitchell will send out a letter to those Chamber members who have not paid their 2011 dues. We will revisit this issue in July and those businesses not renewing their membership by then will be dropped from the organization and will not be able to take part in Chamber sponsored events as a member.

- h) **Expo:** Rohland gave a brief update as to attendance results from EXPO. Mitchell covered EXPO budget. Financials are not complete as yet as we are still receiving bill for services. Tabbert will send out invoice to the Meadow view Country Club and Ambulance Service for their share of the advertising expenses. There is still one outstanding member advertising bill for the Passport Tour. Rohland will contact this member for payment. It was noted that there are several members that should have received the early bird discount when they registered for the EXPO. Mitchell will send letters and reimbursement checks to these members.

We still need to publish a Thank You Note in the paper for everyone who helped make the EXPO a success as well as all the members and businesses that participated in the day's events. Everyone worked hard to pull this off.

There were many comments received from attendees and participants. We briefly reviewed and discussed these. A file is being made to help with planning of the next EXPO and to incorporate the Lessons Learned from this past one.

- i) **Correspondence Received:** None

8. Old Business: None

9. New Business: Laube presented a flier for informational purposes on "Your Town" promotion from WSAW-TV. Two local Chambers were highlighted – Abbotsford/Colby and Medford. If we are to take any action on this it will need to go on July's agenda for discussion and action.

10. Adjourn to Executive Session to discuss Wis. Stats. 19.85 (1)(f) – Considering specific member performance relating to Chamber Advertising Program."

Motion: Mitchell

2nd: Borgeson

Vote: Unanimous

11. Report Out of Executive Session: Discussion of member participation in the Chamber sponsored WAXX Advertising program. Specific guidelines will be discussed and approved as action items in the June meeting. Letters will be sent to those businesses that are in arrears in their account balances.

12. Adjourn Time: 9:35 p.m. Motion: Greschner 2nd: Tabbert Vote: Unanimous