

Siren Chamber of Commerce
Board of Directors Meeting
March 13, 2017

Call to order 12:00pm

Present: Ranae Beers, Blurette Puchner, Rich Tims, Joan O’Fallon, Mary Smoliak, Dave Bertuleit, Jamie Morales

Guests: Dr. Kevin Shetler - Siren School Superintendent, Jason Hinze - High School Administrator, Gary Kannenberg – Siren Lions Club

Secretary's Reports: February 13th Board Meeting Minutes – Approved by Joan, Blurette motion

Treasurer’s Report: 2017 Fiscal YTD Financial Reports – Approved by Joan, Blurette motion

- New Siren brochure print charge \$2,917 – shared with Siren Tourism Commission; check pending deposit.
- Executive Director YTD hours at 90 over budget.
- 1st 2017 Drawdown (\$5,000) from Siren Tourism placed on March meeting agenda for approval.

DISCUSSION ON SCHOOL START DATE:

Districts around the state are trying to get local control of the school start dates. They are trying to start earlier than 9-1 because they want to coordinate with other districts, save on costs, start athletics earlier. They were asked to contact the local chambers hoping this change wouldn’t impact the chamber. They are trying to get school summer release prior to Memorial day. They are obligated to educate for a number of minutes/hours & they need to stay at 175. The school start date change is under appeal. Sept 1 is the new law (end of summer days) however, Frederic & Amery are doing their own start dates. It was mentioned that the schools do not have A/C. There are asking for only 4 days in August. Some thought that Labor day is a bigger busier day than Memorial day. They don’t need anything from us and they are already moving forward. They just wanted to explain where they are coming from. We thanked them for their time.

Old Business –

1. Events

- a. AWSC ‘Celebrate WI Snowmobiling & VIP Ride’ - Feb 19/20: Governor Walker attendance; bus trip.
 - i. Event went well and had a good turnout regardless of no snow.
- b. Minneapolis Home & Garden Show – Feb 25: Great contacts & good coverage.
- c. St. Patrick’s Day: ‘Lucky Lilac’ Scavenger Hunt volunteers.
 - i. Greg and Sue did a great job and did a lot of work.
 - ii. *Question – Where does the money from the button sales go to? Who does it benefit?*
- d. Taste of Siren: Letter to non-profits for 2018 & beyond - responses due today.
- e. Music in the Park: Confirmations to all bands sent Mar 8.
- f. July 3rd Street Dance: In2ition contract signed & deposit issued; 3 rooms reserved @ \$70 each.
 - i. The time will remain 9pm-1am; street will be closed at 5pm - Kris Peterson thought it would interfere with his sales but Blurette reassured him.
 - ii. No taxes to be filed since we are not charging admission.

2. 2016-2017 Membership

- a. 80 Businesses (vs. 84) including 2 new (vs. 8), 1 new owner (vs. 2), & 2 lapsed members; 11 Non-profit paid (vs. 13); 1 Individual (vs. 2) – with website update pending:
 - i. New Member Welcomes: Gary’s Rude Café, Roosevelt Hills, Firefly Village, Better Than New.
- b. Member Meetings – bi-monthly educational ‘lunch & learn’ sessions:
 - i. Reviewed all items below in red.
 - ii. March 21st, 12 Noon-1 pm: Key Partnerships Luncheon, Pour House
 - iii. May 16th, 12 Noon-1:30 pm: SBDC “360 Overview”, “Business Retention & Expansion”, or “Marketing Musts for 2017”
 - iv. July 18th, 5-6 pm: BC Fresh & Healthy, Inc. – creation, activities, farm-to-table, etc.
 - v. Sep 19th, 5-7:30 pm: Annual Awards Meeting, Kris’ Pheasant Inn
 - vi. Nov 14th, 12 Noon-1:30 pm: Dr. Kevin Shetler, Strategic Plan Update.

3. Booklet & Tour Map reprints: Both reprints now complete! Continued distribution.

4. Social Media/Website

- a. Website: Initial ‘Ad Words’ campaign discussion with webmaster Roger Peck; plan pending.

- b. Siren Video Plan: BC Tourism grant (attached) received for \$3,086! SCOC portion \$1,543. Plan for series of 7 Siren videos. Filming for 1st 'winter' video begun on Jan 29; Feb 20 session cancelled due to weather. Julie Hall, Siren Social Media Director, assigned as 'primary project contact' for Siren.

New Business

- 1. "Why join the Siren Chamber":** Brainstorm 'our story' to promote membership to both existing & new businesses.
 - a. New benefits one-pager to be created using content from various resources; draft pending.
- 2. Tourism:**
 - a. Wisconsin Governor's Conference on Tourism, Mar 12-14: 3 Burnett County residents attending.
- 3. Communications/Requests**
 - a. Siren Sign: Feb 28 meeting with RHL owner; proposed agreement (attached) pending signature.
 - i. Has the agreement been approved yet?
 - ii. An issue with the sign happened again. If sign goes down three times within 6 months the whole sign will be replaced and the warranty will be extended to 2018.
 - iii. There is too much text on the sign and you can't read it when you drive by. Suggest someone talk to the school's content provider and make sure they are trained correctly. There should only be 2 to 3 lines and that's it.
 - b. WI Board for People with Developmental Disabilities (BPDD): Request sponsorship of "a community conversation about employing people with disabilities this spring."
 - i. BPDD would like to have the Chamber's sponsorship for a dinner meeting to talk to us about support for employment of people with disabilities. Joe Wacek, DSI, would want to be a part of this. We can help by getting the word out by sharing their communication.
 - ii. Motion to forward communications to member list but not share member list – Joan, Blulette - All in favor.

Meeting Close 12:40 – Approved by Rich, Blulette motion