

Board Meeting

March 23, 2017

Schwoegler Sugar River Lanes

Call to order: 5:00 pm

Present: Mark Schwoegler (President), Kami Anderson (VP), Laura Vorpahl (Secretary) and Bronna Lehman

Treasurer's report: balance is \$1,600. Paperwork dropped off for taxes to be filed, scholarship donation made and we raised \$250 for chamber at the last bowling event. Membership dues for 22 members to be deposited this week. Budget for this year to be submitted. Committee to be formed to review and approve scholarship applications.

Membership: Kami will review thumb drive provided by Mark for membership list for updating and tracking. Membership list will be compared to payments and list updated on website. Laura will be trained by FACE Websites to enable her to update the website directly in the future. Laura will work with Kami to get the 2017 membership application uploaded to the website as well.

Networking Event: Open house style event is designed for former and current members to network on current topics and issues. To be held on April 27 from 5:30 pm to 7 pm. Event proposed location is T & D Bar and Grill – Mark is handling logistics. Laura will contact Karin Henning to inquire about who to work with at Monticello Chamber and will contact them to propose their involvement in the event.

Garage Sale Weekend: To be held May 5-7. Determined we will be providing physical maps this year based on feedback from last year's event. Mark will contact Karin regarding the ads for the paper based on what's been done in the past. Laura will inquire with Jim from FACE Websites regarding map creation options online and Kami will create the maps.

Business Seminar: There will be a business seminar held at the Library either May 16 or 23 from 6:30 pm to 8 pm. Bronna is working with the UW Extension regarding a speaker. Topic options include demographics and marketing to different age segments. If we are not able to secure a speaker from there, Laura can present. Agreed they should have something tangible to leave the seminar with, for example, an action plan of next steps to improve their business. Topics to consider in the fall include community branding (after the UW Extension has completed their research) and a presentation on use of social media by Jim at FACE Websites.

Driftless Explorer Magazine: Kami submitted the article for publication (no photos). They are publishing 38,000 copies in May (inserted into 13 newspapers and placed in physical locations). Will be billed in April with payment due in May.

Meetings: The first quarterly membership meeting will be held at J & M Bar at 12 Noon on April 4th. July 11 and October 3 are the dates for the remainder of the year. Mark is working on logistics. Kami will work with Whitney on a Facebook event and email blast to all chamber members for this meeting.

April 4th agenda will focus on a review of the upcoming meetings and events including logistics and benefits to members who participate. Laura will bring copies of notes from the last 2 meetings.

***** New Business:**

Upcoming Road Construction Project: Discussed things we can do to support the community thru this process including promoting attendance for the March 27th meeting at 6 pm at the Sugar River Senior Center via Facebook and providing updates and links to DOT website regarding the project from our website (Laura will pursue).

Music in the Park: Bronna is seeking businesses to once again sponsor each evening's music for \$150 per night. She will work with Whitney to do an email blast.

Survey Membership: Laura will pursue developing a membership survey to acquire updated information regarding what members need and want from this chamber.

Adjourned 6:00 pm.