



Lower Level Oregon Community Bank & Trust Building
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Promoting Oregon's Businesses & Community

Board Meeting Minutes

Thursday, March 6, 2008, 8:00AM-10:00 AM
Oregon Community Bank & Trust, Lower Level (Break Room)
733 North Main Street

Board Members Present: Joe Kasinski, Aaron Ingham, Renee Ackerman, Barb Mulcahy, Brett Davis, Chris Venden, Dave Mastos, Jason Johns,

Board Members Absent: Dan Bertelson, Lisa Kersten,

Staff Present: Marechiel Santos-Lang, Kristin McGuine

1. Meeting called to order by President Joe Kasinski at 8:06 a.m.
2. Approval of February 7th Board Meeting Minutes. Motion to approve made by Barb Mulcahy and seconded by Aaron Ingham, with one correction, that the word "indicated" be changed to Joe Kasinski "suggested" Jerry Luebke receive the Presidents Club Award. Motion carried.
3. ED Report – (See Attached ED Report)
4. Discussion:
 - Our Welcome Signs are in bad shape, depicting poor image. We should work on improving them.
 - Staff mailed 265 target market letters to "never been a Chamber member". Signed up 5 new members, and to follow up with the mailing.
 - Renewal – 63 members haven't renewed yet, will be sending a 2nd invoice.
 - Community Guide – will start late summer on this. Evaluating In Business proposal, another economic development tool. The Board will discuss an executive committee, and ED performance evaluation. Chamber Staff is doing 100% of bookkeeping.
 - We have \$20,000 in collections, \$3764 due from 2007.
 - Encoding of Chamber Bucks still needs to be done.
 - Marechiel would like to attend a class on Quick Books, and Board agreed that would be a good idea.
 - The Chamber office will be closed 3/21/2008
5. Committee Updates:
 - Committee Templates – Each Board member should complete one on their committee. It will be documented. Marechiel will email it to the Board Members, so they can send it out to the committee volunteers.
 - Microbrew Fest – So far, we've developed advertising, set pricing, and set targets of 1200 people for attendance, 40 brewers and 120 beers. This represents an increase of 20% from 2007. Advanced ticket sales will be pushed. Aaron Ingham will talk with Nick Ladopolis

about the location next to Mulligans. He will also look at Trachte's building site as an option. He's started getting permits. We need some sponsors for tasting glasses and vendors for ticket sales. Looking for 4 sponsors for the back of the tickets. Online sales start on Monday. Entertainment – Need a main event band. Dan Bertelson is tasked with entertainment. Let Aaron know if you have any ideas for bands. Our budget is \$400-\$500 for band. There are quite a few brew fests coming up, they all have their own web sites. Dave Mastos can get a free web page. Brewers need to serve craft beer in order to participate. Will talk to John Lorrigan about the committee. Look at some ceremonial things, including improvement of Beer Awards. Plans are to give information on downtown reconstruction at that event.

- PR – Chamber Dinner was televised on Cable Access. Marechiel attended the Village Meeting, and is working on supporting community sports arena. Staff will be attending Village meetings. Discussing International Soccer Tournament.
- Economic Development – Interviewed New Glarus Chamber and has meeting with Stoughton. The Chamber Board will be making a proposal at the next Public meeting.
- SummerFest – Dan Bertelson will cover grounds. Discussed parade route with village staff. Fireworks – Village will not be helping. Looking at asking all the local banks. There was a suggestion to ask Wisco. Looking for \$20k for this.
- Golf Outing – Jason Johns. Researched other chambers' golf work plan. Locked in date of 9/23/08. Looking at \$45/person. Bergamont will soon be a Chamber member. The Board discussed rotating golf courses for this event. Jason made a motion that we make every effort to rotate the Golf Outing between Bergamont and Foxboro. Dave Mastos seconded. Motion Carried. Looking at a "Fantasy Golf Card" with a cash payout. Also looking for background music afterwards. The last few golf outings coincided with the Bergamont block party. Bob Lindmeier is willing to help out, so Jason Johns will talk with him. It was recommended that we try to do advanced sales. Each event can have it's own website, Staff/Board will look into that.
- Tourism/Development – Get committee started, attend Governor's Conference in the fall.
- Annual Dinner Report – Brett Davis – A post-event evaluation was done, and was very helpful. The event was very successful. We set off the right tone. We pulled in more outside board members. Aaron Ingham indicated that there was a lot of great feedback about the televised program.
- Marketing/Retail Committee – Marechiel said that we need a graphic designer. Joe Kasinski indicated that the high school has a design program, so maybe we can check with them. New Glarus just put a positive spin in all the PR for their downtown construction work, such as pictures of kids with hard hats, emphasizing the good. They use their banner on all advertising. They got their signage sponsored by affected businesses. The marketing meeting is scheduled for Friday 3/7/08 at 12:00 at Mulligans. The Village is willing to look at proposals for signage. The marketing committee is working on a proposal. Barb Mulcahy indicated that she is planning to merge the Tourism committee with the Marketing committee.
- Ambassadors Committee – Hasn't met yet. Marechiel has information from other Ambassador committees, and she will share that with the committee. Maybe the Ambassadors could work on the collection of receivables. Discussed a Chamber Corner, with a weekly sponsor, in the Observer.
- Economic Development – Thoughts of Economic Overview, with demographics, information for businesses. No advertisers. Great for business people.
- Finance – Renee Ackerman, will get working on that after tax season.
- Tourism – Barb Mulcahy – Thoughts to work with retail committee, is having some hesitation from some volunteers, they don't have a lot of time. Haven't met yet. Check with the Corporate Retreat place.

- Chamber Marketplace – Chris Venden – Invite non-members as well. Invite the whole community.
6. 2008 Membership Survey Results – The Board reviewed and discussed. Copies of survey are available.
 7. Chamber Operations – We are getting into the event-heavy time of the year. How would the board recommend staff balances their time? The staff is overworked as it is. There is a need to prioritize.
 - Marechiel would like to spend her time working on member relationships/development. But, this type of activity is not directly revenue-building. At the same time, we want to have great events, not just mediocre ones. Various other thoughts/comments:
 - Where does the money revenue in budget come from? Allocate time accordingly.
 - We don't want to lose current momentum/perception of a “new” chamber.
 - If we want to get away from reliance on events, we need to maintain focus on other areas, too.
 - Marechiel feels as if she would like more help, but feels badly that so much of budget goes to personnel already.
 - Jason moved to direct Marechiel to hire an LTE for April, May, June for an amount not to exceed \$2,000. This LTE hire will focus on facilitating events (to allow Marechiel to continue work on member generation and downtown reconstruction). Joe seconded.
 8. Establishment of Executive Committee -- Many chambers use one.
 - An Executive Committee would likely include the President, Vice President, Treasurer and Secretary (the officers of the board) to provide slightly closer oversight than the board as whole does. Comments:
 - We can't get everything done in board meetings as it is, and sometimes things just need to happen quickly, without waiting for whole board.
 - Possible roles include financial reviews and ED performance evaluations.
 - There may be a concern that others might feel there's secrecy/no transparency.
 - Barb noted that the whole board needs to review financial statements because under Sarbanes/Oxley, every board member could be liable for any financial woes the might occur.
 - It was decided that Marechiel would send her performance review to the officers of the board, with the expectation that at least 2 of them will respond.
 - Jason made motion to update personnel handbook specifying that performance reviews be done by a minimum of two officers of board. Motion carried.
 9. By Laws – changed By Laws to prorate dues. Table this until next meeting.
 10. Adjournment -- Motion to adjourn made by Dave and seconded by Barb at 10:17 am. Motion carried.
 11. Schedule/Reminders
 - March 20, Membership Meeting; 12-1:15
 - March 20, Ribbon Cutting at Anytime Fitness; 1:30-2:00 (**Now rescheduled until April**)
 - Chamber Office Closed; March 21
 - The next board meeting is scheduled for April 3. Joe will not be in attendance. Jason will be here, and so will run the meeting in Joe's stead.