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*Promoting Oregon's Businesses & Community*

## OREGON AREA CHAMBER OF COMMERCE

### **Board Meeting Minutes**

Thursday, May 1, 2008 • 8:00 AM-10:00 AM

**Oregon Family Restaurant, 768 North Main Street**

**Board Members Present:** Renee Ackerman, Brett Davis, Lisa Kersten, Dave Mastos, Barb Mulcahy, Steve Peotter, Aaron Ingham, Chris Venden

**Board Members Absent:** Jason Johns, Dan Bertelsen

**Staff Present:** Marechiel Santos-Lang, Susie Utynek, Kristin McGuine

1. Meeting called to order by Vice President, Aaron Ingham at 8:12 a.m.
2. Guest Speaker: Aaron introduced Tom Dogucki, who talked about a bike path project called "Safe Route to School." The project is expected to cost \$200k. He indicated they have applied for Federal and State funding. Tom indicated he is promoting a mindset of support for this bike path project with the Town of Oregon, the Village of Oregon, Fitchburg and Brooklyn. Tom indicated that support has been good, and one of the biggest beneficiaries will be the Town of Oregon. Brooklyn is also very excited about it. Bike trails have shown positive economic improvement to the communities that have them. If we could have a spur to connect with Madison bike trails, we could be a future host for a triathlon, which brings a lot of people and economic growth to the area. Tom was looking for support from the Chamber of Commerce and hoping that they could make a presentation in a membership meeting.
3. Approval of April 3, 2008 Board Meeting Minutes - Chris Venden had indicated that these minutes were unrecoverable from her computer.
4. Approval of March 20, 2008 Special Board Meeting Minutes. Motion to approve made by Barb Mulcahy and seconded by Dave Mastos. Motion carried. The updated Chamber By-Laws and an updated copy of the Personnel Handbook were distributed to the board and will be posted on the Chamber website.
5. Board Discussion about Tom Dogucki's Presentation. The Board agreed the bike path is a good cause and something the Chamber would support. The Board discussed about Tom Dogucki's group "Friends of Biking" in becoming a Chamber member and that we will be inviting him to future membership meeting.
6. Introductions: Marechiel introduced new staff member, Susie Utynek who will work as Summer Fest Events Assistant through July and the board welcomed new Board member, Steve Peotter.

7. ED Report – Please see attached report for specific details.

8. Committee Updates

- **Special Event: Micro Brew Fest.** *Aaron Ingham* reported that they need extra help the day before the event. Volunteers are to meet at 11:00 on Friday, May 9<sup>th</sup> at Mulligans. They will be asking the police department to check ID at the entry gate on the day of the event.
- **Ambassadors.** *Barb Mulcahy/Dave Mastos* reported that they had talked to some people in the committee. Barb also announced that she has purchased scissors for the ribbon-cutting ceremonies in behalf of the chamber.
- **Marketing, Promotion & Retail.** *Lisa Kersten* reported that lunch meetings aren't working, and they need to schedule another meeting. The construction committee is doing their own separate meetings. There will be new period lighting, and we should discuss holiday decorations with the downtown retail businesses. The Board discussed doing an inventory to know both what we have and what the needs will be, in preparation for the new downtown.
- **Downtown Road Construction.** *Marechiel* reported the Chamber will be offering \$1 certificates to MicroBrew Fest attendees in support for businesses impacted by downtown construction. The certificates have a 3-month expiration period. Money has been approved for construction signage and communications. Now they just need to implement, develop signs and organize volunteers and solicit co-op advertising. The committee will be working on offering a menu-type of options for businesses to select from. They are also developing a construction website to help communicate updates as the construction project progresses. *Marechiel* further indicated that the village is thinking about closing the "Forward Oregon" fund and that they will be requesting the audience of Brett Davis and *Marechiel* in another Village meeting to communicate this. The Village will be recommending that any further funds similar to this in the future be managed by the Chamber.
- **Special Event: Golf Outing.** There will be a 1:00 pm shotgun start at Legends at Bergamont. Legends will be hosting beverages and throwing in some free items. The club house will be open at that time. A sample of the Save The Date, Golf Outing post-card was passed.
- **Economic Development.** *Steve Peotter* reported that he has a general idea for this committee, and plans to include members that represent the Chamber, Village and Employers. *Marechiel* will provide Steve with documents that were created last year.
- **Education & Training.** *Chris Venden* reported that the learning series has been postponed from May to September. The September series will be on Marketing/Promotions, conducted by the UW Small Business Development Center. This will provide time to plan and market the class to members.
- **Finance & Personnel.** *Renee Ackerman* reported they will try to set up a meeting for the Finance Committee in June. The committee is looking for direction from the Board. Suggestions: Inventory of Chamber items; and initiating board development planning sessions.
- **Tourism & Travel.** *Barb Mulcahy* indicated there is nothing to report on this committee.
- **Discussion: Hotel Tax.** *Marechiel* discussed the hotel tax and indicated they would be making a presentation to the Village Finance Committee on May 12<sup>th</sup>. They have begun interviewing other communities to see how this money is used/allocated, and the

Greater Madison Convention & Visitors Bureau. The finance committee will be involved in this as well. Marechiel said she has contacted the WI tax payer's alliance to get additional information.

- **Special Event: Chamber Marketplace.** *Chris Venden* reported that planning will start after Summerfest.
- **Special Event: Annual Dinner 2009.** *Brett Davis* indicated there is nothing to report at this time but is thinking of a Casino theme. Two venues brought up were Hawthorn's Dining & Celebrations and the Community Sports Arena's Angela Drake room.
- **Special Event: Summer Fest.** *MSL – See attached schedule*
  - Thursday night – Still looking for a sponsor.
  - Pancake Breakfast – Cancel this event.
  - Clarified Vendor List – Members will have first priority. Marechiel will un-invite Gary's Roasted Corn, and implement a non-compete policy.
  - Saturday Night Dinner – Still looking for a sponsor.
  - Carnival Issues – We have a contract through 2009. Crowd has been declining. There are lots of feedback of the carnival being old and have safety issues, the operators are not well-kept. Marechiel will start shopping for a new vendor, but will wait until after Summerfest.
  - Delta Phi Sorority will be manning the ticket booths, but they are not a Chamber member. Marechiel recommends that we incorporate into their agreement this membership fee on top of the donated amount in exchange for their service.
  - Parade - There will be a Summerfest parade meeting with Chief Pettit on Friday, May 2nd, at 8:30 am at the State Bank of Cross Plains.
  - Softball Association – the Board discussed offering them a membership. The Softball will be sponsored by State Bank of Cross Plains and the VFW.
  - Fireworks – the Board discussed the fireworks that MIS Speedway has on Friday night of Summerfest will be the Fireworks offering at our event. Discussed cross-promoting, creating banners and announcements.
  - Community Marketplace – Marechiel indicated that the price was \$125 per vendor. She looked at pricing from other communities and prices ranged from \$30-\$60 fee. Will be offering \$45 to chamber members, \$60 to non-chamber members independent direct products sales and \$75 to non-chamber member with store front;
  - Texas Hold 'Em Poker Tournament – Still need sponsors for the prizes. The event is hosted by Hawthorn's Dining & Celebrations
  - Parade – We sent out invites to the past 3 year's participants.

9. Chamber Property – Marechiel announced to the Board that the Chamber owns property at the corner of Hwy 138. She got this information during a meeting with Mike Gracz & Mark Below during their monthly meeting. Mark Below said the size of property is about 36,000 sq. ft. David Mastos will research some more and check with a Title Company.
10. President's Afternoon Golf – We will be offering golf after each membership meeting this summer hosted by the Chamber president.

11. Oregon Public Library Reading Program Prize Solicitation: Marechiel recommends that we provide 5 sets of \$10.00 chamber bucks gifts certificate to the Public Library as prize for their Teen Reading program.
12. Oregon Area Senior Center Card Game Sponsorship: The Oregon Area Senior Center asked the Chamber whether it would like to be a card sponsor again this year, similar to the past. The sponsorship requires that we solicit snack food and some volunteers for 3 hours.
13. Meeting Adjourned: Motion to adjourn made by Dave Mastos and seconded by Lisa Kersten. Meeting adjourned at 9:55 am. Board members who were available departed for the Ribbon Cutting Ceremonies at Clean Gear and Anytime Fitness.

Next meeting: Thursday, June 5, 2008 at the Oregon Family Restaurant at 8:00 am.