



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

OREGON AREA CHAMBER OF COMMERCE
Board Meeting Minutes
Thursday, June 5, 8:00AM-10:30 AM
Oregon Family Restaurant, 768 North Main Street

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

Board Members Absent: Dan Bertelsen

Staff Present: Marechiel Santos-Lang

1. Meeting called to order by President Jason Johns, at 8:28 am, (meeting delayed due to traffic delays in Oregon.)
2. Approval of 5/1/08 BOD Meeting Minutes: Aaron Ingham made a motion to approved, and it was seconded by Dave Mastos, motion approved.
3. ED Report – May 1-31, 2008; See attached report. Survey rating from Brew Fest were very favorable, we had an all-time high volunteer base. There is now a website for Oregon Summerfest for the first time. It's a good tool for people. Unrenewed members have been removed from website.
4. Microbrew Fest Results Discussion- Our income is lower than projected, by 22%. The expenses were higher, we were projecting a 33% increase in attendance. Our signs/banners were high, the timing of the event, being mother's day, might have been a part of it. Sponsorships were down, as we didn't actively solicit sponsors. Three of the \$1,000 sponsors from last year have closed their businesses. We should make it a practice to record the value for donated items. There is a State statute, if you are charging admission, you have to pay for the beer sold. We were not in compliance last year. The owner of JT Whitney's said he does 250 events a year. We got a list of suggestions to improve this event. Timing change – not Mother's Day Weekend. May 16th, is Stoughton's Festival. We may have to lower our forecasts. The brochure, was an added expense, about \$1200, which doesn't provide value. We have to solicit more sponsors. The Board discussed a minimum "Net" amount to receive, to decide if we should continue this event. Staff spent 53% of their time on event planning. We will need to determine another location for next year, so we need to start planning now.
5. Summerfest Planning
 - Event Schedule – List available through Chamber. Signage/advertising will start next weekend. Bike Night is the theme for Thursday night. Will make a simple flier to place around at different dealerships.

- Vendors - Sr. Peppers is not able to vend this year. Pizza Pit issue, he paid \$500, we have a promissory note – he has to pay by July 17th. He needs to pay 3 installments on original amount owed. He paid for the fees for Microbrew Fest, which we applied to previous balance. He hasn't made any other payments since. The staff is having a challenge. Marechiel will send the details to the Board, and we will make a decision, once we have all the facts. We will put Pizza Hut and Pizza Pit on opposite ends.
 - Admissions - We begin admissions at 8:00 pm. Volunteer check-in will need to change.
 - Texas Hold Em – Discussion on “buy in” or prizes. We will need to check to see if we can do it, so that we can use membership sponsors in other areas. If we can legitimately have people “buy in”, we can still have consolation prizes. Marechiel will call David at Hawthorne’s directly.
 - Parade - We currently have 65 parade participants at this point. Discussed Chamber President being in the parade, will try to put him at the end, since he will be in the parade with the VFW also. Jason Johns indicated that he will have the VFW join as a non-profit member. The VFW would like to have a booth to sell raffle tickets near entrance of beer tent, 5-10 pm Friday through Sunday. The Chamber is getting \$500 from VFW for sponsorship for Thursday night. They just need a table for 2 people and flags.
 - Flag Retirement Ceremony - Expecting 10-15 people from the VFW Post. Those in attendance for the retirement ceremony will be Boy Scouts, Cub Scouts and we are working on Dignitaries. A suggestion was made to invite the WI Unity Coalition, which we will check into. It was also suggested to invite the fire and police departments. Lisa Kersten will send out an email to the fire department, Jason Johns will contact the Chief. We need to get the invitations out asap. We want everyone there by 5:00 for a practice run. The ceremony will end with the singing of the National Anthem, at the ball diamond.
 - The Parade responsibility is Barb Mulcahy and Lisa Kersten. Grounds Responsibility is: Aaron Ingham, Dave Mastos, Dan Bertelsen, Brett Davis and Steve Poetter are in charge of coordinating. We need to send out the list to get volunteers this week! Info Trailer – Renee will be there the whole event. We didn't have any “takers” for people to pick up beer cans. It was suggested to talk to the Police coordinators, Josh Coleman or Matt Wagner, they need to raise money. The clean up is all boy scouts. Marechiel will be mailing out volunteer list next Monday/Tuesday. Chamber Staff will also help Renee Ackerman. The core group of volunteers need radios. Lisa Kersten will check with General Communications for donations. Marechiel and Renee Ackerman will meet to review volunteer base.
6. Tourism & Travel Committee Update; Room Tax – Have had 2 meetings so far and Marechiel has the room tax law, and will be talking to the Village on what the Chamber will be recommending. The meeting is on Monday, June 9th, with the Village to discuss. Marechiel will be recommending the creation of a 6-person committee to form a commission: 1-Village, 1-Developer, 4 people from Village. We need to identify the people to invite. Room tax – The Chamber will recommend 3%-4% to go to the Chamber. 70% must be spent for tourism and development. Marechiel will recommend 100% go towards tourism and development. The initial amount of money will be insignificant compared to the tax benefit on the building. The Village expects the materials today, so the trustees can review over the weekend. Marechiel is recommending involvement in the municipal and Greater Business, committing money to invest in Greater Madison Business Bureau, we'll be in their directory, they will include our hotel, etc. They are a non-profit. They have been

helping the Chamber, providing information. It's 10% of our 70% room tax. The Chamber must make sure the money received is well documented. We can use some money for administration as well.

7. Ambassador Committee Update – The committee has had a couple meetings, 6 people are on the committee and they are in the process of creating a template with goals/objectives. They will meet again on July 10th. Also getting buttons made, and the Ambassador committee will wear them at all events. Stoughton Hospital would like a ribbon cutting ceremony.
8. Downtown Road Construction Update – Moved to June 30th-July 7th for the start of Construction. There is a “Pre Construction” meeting on June 19th at 7:00 am. There are 17 bidders for construction. The Chamber needs to work on signage and needs to ask Village to transfer money to our checking account, to track expenses for construction.
9. Finance & Personnel Committee – Meeting at Mulligans today at 12:00.
 - Chamber Property – Dave Mastos indicated that we have the measurements, we can probably get a good idea of where the property is. Just from looking at it, it's about 7/10 of an acre, but the concern is that a stream might run right through it. It would be a perfect location for a visitors center down the road. The “Welcome to Oregon” sign is there. We need to find out how we acquired property. Can check with Public Works to see if they can mark the lot line.
 - We are \$10k short on our projected budget this year, due to Brewfest. We were \$3300 in the red last year. We need to get line of credit, or reserves prior to Summerfest.
10. Golf Outing – Jason and Steve ran into a snag with the food. Options were high. A sit down meal was \$60/person and a buffet - \$45/person. The information is off-the-shelf pricing. We need to call John and discuss. Should have numbers within the week. Barb Mulcahy made a suggestion for a “hotdog buffet”. Discussion on getting more members to renew. Marechiel handed out info on other golf outings.
 - Economic Development Committee – Steve – working on hotel tax, attending meetings.
 - Education & Training Committee – Chris – Due to lack of scheduling availability, the Board decided to skip the informational class this year.
 - Chamber Marketplace Committee – Chris will begin organizing after Summerfest.
 - Government Relations – Brett – things are going very well.
 - Annual Dinner 2009 - Will be at Hawthorne's, will pitch casino concepts. The next after 5 Mixer will be at Hawthorne's and they will host a “Chamber Night” for chamber members
 - Marketing/Retail Committee – Lisa looking for direction from Board. She will be having a consolidated marketing group for the holidays. The resource guide will be coming up. The Board discussed just focusing on the holiday guide for this year.
11. Discussion of 2007 Financials, 2008 Financials – The Chamber is about \$14k short. Staff is the highest expense. After Summerfest, Marechiel is recommending shorter hours to reduce staff time. Reducing hours to reduce payroll expenses, to get caught up financially. The Board discussed Marechiel reducing hours to 30/week, for summer hours. Marechiel and Renee will work out summer. The Board will discuss and vote on.
 - Chamber Summer Hours – Hours shorter, 10 – 3 for July/August. Requests for information. Direct people to website for information.

12. Other Matters/Schedule – Member renewals were reviewed to see why people haven't renewed, and the past due amounts. The Board discussed cleaning up receivables.
13. Next Board Meeting will be moved to July 10th, due to 4th of July holiday.
14. Meeting Adjourned - at 10:55 am, motion made by Barb Mulcahy, seconded by Steve Poetter. Meeting adjourned.