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Promoting Oregon's Businesses & Community

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

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

Board Members Absent: Dan Bertelson, Renee Ackerman, Brett Davis

Staff Present: Marechiel Santos-Lang, Kristen McGuine

Guests: Jeremy, Pizza Hut, Mike and Jenny White, Pizza Pit

1. Meeting called to order by President Jason Johns, at 8:08 am.
2. Approval of 6/08/08 BOD Meeting Minutes: Jason moved for unanimous approval of minutes. Dave Mastos made a motion, Barb Mulcahy seconded.
3. Approval of 6/20/08 BOD Emergency Minutes: Jason Johns recommended changing the name of the "Emergency Meeting" to "Special Meeting". Motion made by Barb Mulcahy to approve, and Dave Mastos seconded. Motion carried.
4. Competing Vendor Issue – Pizza Hut and Pizza Pit were invited to the Board meeting to discuss their concerns with vending at Summer Fest this year. Marechiel explained the Vendor contract situation with the Board and reviewed the concerns from Pizza Pit and Pizza Hut, regarding the interpretation of "non-compete" for vending at Summer Fest. She explained that Pizza Pit had responded first to the offer to vend at Summer Fest, so Pizza Hut was gracious and agreed to sell other products. Marechiel also brought up the discussion about free product sampling at Summer Fest.
 - Pizza Hut – Jeremy Alasker, explained that Pizza Hut is a locally owned and operated franchise and indicated that Pizza Hut employs about 40 people from the community. Jeremy said they have never been restricted through a Chamber before. They felt they were in a unique situation due to the non-compete for vending at Summer Fest, so they had to come up with a new strategy for their new products. The response they got was very positive, a lot of people appreciated the value, and fair pricing to recoup expenses. They did meet their objectives. They have seen an increase in the sales in their new products. The vendor next to them was doing free sampling of kettle corn. It created a lot of good partnerships and they were very happy to be there. Jeremy plans to stay involved in the community and Chamber. Pizza Hut has been involved in fund raising for Dane Co. Canine and they raise a good sum of money at Oregon

- Summer Fest. Last year we raised \$22k for them, and we're going to exceed that this year. Jason Johns asked a question regarding the Vendor contract, what his interpretation was. Jeremy explained that the only information he saw was the application, which didn't say anything about "non-compete" so he was expecting, based on past practice, it to not be "non-compete." Lisa Kersten asked Jeremy what his expectations are for Summer Fest. Jeremy said as a competing business in the market place, he indicated, they compete every day, that's how they decide on their marketing, staying competitive in the market, and how decisions are made.
- Pizza Pit - Mike White explained that he has been in Oregon since 1982, has been working for Pizza Pit for 16 years, and said the competing issue doesn't seem right to him. He said he does as much as he can for the Chamber. Mike said "In the economy we are in, the free food sampling caused an issue for him and other vendors". He questions the ethics and principal of the Chamber. Jason Johns said the free sampling happened, but the more important issue is the non-compete, and asked Mike what his expectations were. Mike said he has been here longer, since Summer Fest was a smaller event and he thinks it should be first come, first serve. Jenny White brought up a point that Pizza Hut was going to bring pasta, but they also served Pizone's which is Pizza. Marechiel responded by saying that staff didn't have time to update the website, so that was their fault, there were too busy with Summer Fest. Jason Johns asked Mike White what would be the best option going forward? Mike White said he doesn't want to alternate years, and said he put up a tent for the community, he's been here 10 years, and feels it's his spot until he gives it up. Lisa Kersten asked "what if you were a new business coming in to the community; we want to make this as fair as possible to the members." Marechiel asked "If Maria's vended at Summer Fest would Pizza Pit be ok with that." Mike White said that if a policy allows competition, but no free sampling, it would be ok.
 - Questions/Comments: Steve Peotter asked Jeremy if they have run into this at other events. Fitchburg Days and Fest Italia, we don't make any money there, we give pizza free to church to sell. At Verona Fest there was a competitor there, but they're not there any more. There are other competitors there. But at the Dairy Expo you can pay premium for exclusivity. Is there uniform pricing? Jeremy said that the reason they did the free sampling, was because they had customers who came for pizza and they couldn't sell it to them. Customers couldn't understand why they couldn't get pizza. Our goal was to break even on the event. We all volunteered our time. We have a stake in the business, and if we stop doing our job, we get fired, same concept. I don't think of my store as someone else's. I care about each one of my stores, and my employees.

5. Board Discussion on Motion for Policy on Summer Fest Food Vending Policy: The spot location is also another issue and the Board feels it is something for seniority.

- Jason Johns made a motion for him to develop verbiage for businesses to get the most advantageous position, on vendor row, to choose their spot, based on seniority for Summer Fest. This discussion will be tabled to the next meeting.
- Lisa Kersten recommended having a "free sampling" time frame for everyone, it draws people in, she recommended from 2-6 pm on Sunday.
- Jason Johns made a motion to allow Vendors to provide free sampling only during a specified timeframe, at Summer Fest, to be determined by the Executive Director or Summer Fest planning committee. Motion seconded by Dave Mastos. Steve Peotter

- recommended that vendors submit price and sampling disclosures to be reviewed by Executive Director for approval.
- Jason Johns decided to withdraw his motion and tabled the discussion until more information can be gathered.
 - Marechiel will research what other communities have in their contracts, with a deadline of July 18th. And she will call Mike and Jeremy to let them know that we will be working on a decision and get back to them timely.
 - The Board discussed the non-compete issue in more detail and reiterated that there is NOT a non-compete clause in our contract. The Chamber gives priority for current members. When there is a situation of 2 or more members in good standing wanting to sell the same product, they will be allowed to.
 - When a member/non-member wishes to sell competing products, members will be given right of first refusal for vending. The Board discussed enforcing the deadline on the contract within 30 days prior to Summer Fest and will put the new policies out in the Newsletter.

6. Summer Fest Evaluation & Discussion:

- Parade went very well, a few things that should be changed: 1. We need volunteers who are going to be there, for every street and to be there earlier, row volunteers should be there at 10:00am. 2. There needs to be training on the radios. 3. The Music interfered with several of the bands. 4. We need to make sure horses aren't around the bands, noises may spook them. 5. The "no parking" signs weren't up on Lincoln Street. 6. We need to do chalk numbers on the street. 7. We hope to have John Bonsett Veal back next year to announce the Parade. 8. We need to have bathrooms for staging area, and we should ask Oregon Manner if we could put them in their parking lot. 9. We need 2 golf carts/gators the morning of the parade to help organize. 10. All Sections need volunteers and 2 floaters. 11. We should send a notice to residents on where parade will be lining up.
- Flag Retirement – Went very well. Twice the turnout, higher quality. The Board discussed changing the event name: One suggestion was: Summer Fest Opening Ceremony, featuring the Flag Retirement Ceremony. Not too many beers were given with the free tickets. We will have to discuss tracking better next year, but estimate less than 50 free beers were given to Veterans.
- Bike Night – Will discuss marketing better, weather may have been a factor as to why there weren't many bikes. Next year the Chamber will invite WJJO and have ball tournament games that night. We need to extend beer tent hours until 11:00 pm on Thursday.
- Carnival Provider – We are up for signing a new contract with current vendor. The Board discussed exploring other options. Marechiel will research other vendors over the next month. We only made \$1,000 this year on the carnival. The vendor said he plans to add a few new items. The Board discussed looking into the Rainbow carnival.
- Softball Tournament – Went well, they were very pleased the Chamber worked together with them. We need to add them to Thursday night. The Chamber gave \$500 and the Bank of Cross Plains gave \$1,000. We will revisit this during the planning session next year. We need to figure a way to funnel them into the association.
- Sunday – Have a band on Sunday and tournament on Thursday. Discussed the hours of 8 to 12 and 9 to 1. The Board will have to discuss further.

- Hill Fest Family Activity Tent – Went very well. They need to do more of their own work and they need to do their own setup and take down.
 - Business Booth Showcase – We had 8-10, this year. Marechiel would like the entire line to be filled up and have them in a tent, to get more next year.
 - Beer Supplier – The Board decided to stay with H&M, they do a great job for the Chamber. It was suggested that the Board see if we can get a break down of what was sold. Discussed using a different monetary value, \$2.25 was difficult to make change, we should use rounded numbers. We need to have a unique ticketing system, as people can buy tickets that match our beer tickets and get free beer.
 - Oregon Police – Very responsive. Working on 200 thank you's. The Explorers didn't do a good job cleaning. We had to hire help to clean the tent on Saturday night. So we won't use them next year. The boy scouts and cub scouts did a great job. Mark Miller went over and above. The Explorers did have a lot of other responsibilities too, but they did a very poor job cleaning.
 - Fly High – Comments were that it was expensive, \$30 for 4 minutes. We will keep them.
 - Friends for Biking – It was late notice, not much exposure.
 - Other suggestions for carnival, rock climbing, bungee jumping.
 - Volunteers – The Board discussed forming a committee that forms all of the volunteer committees, and to build a volunteer base. It would be a chamber member who would take care of forming it.
7. ED Report – We made money in beer, \$12k more, but down \$7k in the carnival. We were 25% less, from last year. We were down \$10k from last year. Expenses were a lot higher. We paid more to the band, marching bands, etc. We \$2k from the Parade this year. We are down \$23k this year. We need to look at expectations too. Is Summer Fest something the Chamber should exclusively do? Discuss sharing risk/benefit.
8. Other Matters – Storage – we are at full capacity. The finance committee will be doing an inventory. Need to plan a day to purge. Staff will call Dave Mastos to get started. The community resource guide was not included in our budget.
- A suggestion was made that the After 5 Mixers, get more communication, a separate reminder 2 weeks prior, 1 week prior and 2 days prior, and an article as well. Another suggestion was to send out a meeting invitation through outlook. Marechiel indicated that we usually break even on the mixers, there were about 16 people last night.
 - Nick White – John Hancock offered to help. Need to begin planning Chamber Marketplace
 - Community Guide – next big project.
 - Downtown Construction – It's starting next week. We have estimates for printing, need to contract them out.
 - Performance Evaluations for MSL and Kristin.
 - Barb discussed the Sr. Center card party, and why the Chamber declined, indicating the State Bank of Cross Plains is going to do it this year. The Chamber will add it in the list for volunteers, and get dates ahead of time. Marechiel indicated that we sponsored a few of their events to make it up to them this year.
9. Motion to adjourn, made by Dave, seconded by Steve, meeting adjourned at 10:30 am
10. Important Dates: (Corrected after Meeting).
- July 17, Membership Meeting at Studio Barn Studio; 12-1:15PM
 - July 18, Ribbon Cutting Ceremony at Restaino & Associates; 9AM
 - Aug 7, Board Meeting at Oregon Family Restaurant; 8AM-10:15AM

- Aug 7, Ribbon Cutting Ceremony at Stoughton Hospital & Urgent Care; 10:30AM
- Aug 21, Ribbon Cutting Ceremony at Community Life Church; 11:30AM, Please plan to arrive 15 minutes early
- Aug 21 Membership Meeting at Community Life Church; 12-1:15PM