



Lower Level  
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*Promoting Oregon's Businesses & Community*

## OREGON AREA CHAMBER OF COMMERCE

### Membership Meeting Minutes

Thursday, April 17, 2008, 2008; 12:15-1:15PM

Foxboro Golf Clubhouse 1020 CT MM

**Board Members Present:** Renee Ackerman of A&G Accounting, David Mastos of DLM Financial Solutions, Steve Peotter of Oak Bank, Dan Bertelson of Re-Max Preferred, Barb Mulcahy of State Bank of Cross Plains, Jason Johns of Tenuta & Johns, Aaron Ingham of Trachte, Inc., Lisa Kersten of Unified Newspaper Group/Oregon Observer, Brett Davis of 80<sup>th</sup> District Assembly.

**Board Members Absent:** Chris Venden of Keller Williams

**Staff Present:** Marechiel Santos-Lang

**Members Present:** Tom Rogers of Allegiance Carpet & Upholstery (*first-time attendee*); Donna Martens of Capital Newspapers, Paul Wiesler of Clear Channel Communications, Amy Schuch of Community of Life Lutheran Church (*first-time attendee*), Marge Van Calligan of First Weber, Oscar Larson of First Weber (*first-time attendee*), Brook Schmidt of Foxboro Golf Club, Lori Miller of Group Health Cooperative SCW, Nicholas White of John Hancock Financials (*first-time attendee*) David Bookstaff of Hawthorns/JT Whitneys (*first-time attendee*), Jerod Bennett of Keller Williams, Hans Thiel of Lakeside Lawncare (*first-time attendee*), Angie Baskin of M&I Bank, Joe Dempich of Martial Arts Center of Oregon, Paula Ricker of Oregon Community Bank, Judy Knutson of Oregon Community Bank, Capt. Tom Eithun of Oregon Fire/EMS District, Chris Meicher of Oregon Hometown Pharmacy, Vicki Cothroll of Oregon Public Library, Philip Krause of Restaino & Associates (*first-time attendee*), Kim Storch of Restaino & Associates, Randy McLaury of Schroeder & Associates, Staci Boudreau of State Bank of Cross Plains, Jodie Poe of Stoughton Hospital & Urgent Care, Stephanie Dudzic (sp?) of State Bank of Cross Plains, Chris Ziemba of Three Gaits, Inc., Linda Sandoni (sp?) of Unified Newspaper Group/Oregon Observer (*first-time attendee*), Mark Below of the Village of Oregon.

- CALL TO ORDER & WELCOME. Chamber President Jason Johns called the meeting to order at 12:16PM.
- Jason welcomed everyone and made these announcements:
  - Pick up Brew Fest posters from Chamber VP and Brew Fest Committee Chair Aaron Ingham if they don't have one yet.

- Introduced Steve Peotter as the newly appointed board member following the resignation of Joe Kasinski;
- Steve Peotter introduced himself as Vice President of Business Banking for Oak Bank. He thanked the chamber for the opportunity to serve in its Board. He said he looks forward to meeting with members and serving the chamber.
- Jason thanked Brook Schmidt of Foxboro for hosting meeting.
- AROUND THE TABLE. Jason announced the “Around the Table” section of the meeting. Members introduced themselves and shared with other fellow members’ information about their business or organization.
- DOWNTOWN ROAD CONSTRUCTION. Jason called on Village Public Works Director Mark Below to give an update on the Oregon Downtown Road Construction.
- Mark Below announced that there is going to be a new newsletter going out next week to update the public on the project’s plan and schedule. He added the road construction is now scheduled to start June 2<sup>nd</sup> or 9<sup>th</sup>. The property was acquired from M&I so trucks can turn in to the main intersection. He said they are very close to having final construction plans completed. He also shared that the Village is starting to borrow the money for the project. He noted that the borrowing has to be approved no later than May 5<sup>th</sup> for first sum and June 9<sup>th</sup> for second sum of money. He explained that there would be an early morning meeting that has not been scheduled yet so that business owners can come in and ask Village and Contractors questions.
- Chamber executive director Marechiel Santos-Lang gave a presentation on the Downtown Communications & Marketing Plan. She announced the Chamber has approved the release of \$6K from its Economic Development Fund, the Village is releasing \$7K from its Forward Oregon Fund and the local businesses have agreed to raise \$2K. She displayed the map showing Downtown Oregon Access Routes. She recognized chamber member Mapping Specialists for helping put this together. She also informed members about the signage and other plans to help the downtown businesses thrive through the construction phase. She added there will be information posted on the WOW cable access channel as well as through the internet. She encouraged members to contact the chamber office for any questions regarding the communications plan.
- MICROBREW FEST. Jason called on Microbrew Fest Committee Chair Aaron Ingham to give an update about the event.
- Aaron announced the location, time and highlights of microbrew fest.
- Dan Bertelson added that if anyone has generators and stage to lend the chamber, to contact him or Aaron.
- SUMMERFEST. Jason called on Summerfest committee members to give an update about Summerfest.
- Lisa Kersten, Parade chair announced the parade route, following a meeting with the Village officials, the Police Department and Oregon Fire/EMS. The route will start on N. Main Street & East Richards Road and end at the high school. This route would actually go backwards from the usual route used in previous years.
- Marge Van Calligan brought up an issue about this route and made suggestions.
- Jason brought up the point that the parade not ending near the Summerfest grounds would be a parade committee issue.
- Lisa responded by saying this matter will be discussed in the next committee meeting.

- Marechiel Santos-Lang announced this year's theme as You and Oregon a Perfect Combination. She thanked Paul Wiesler of Clear Channel Communication for this idea.
- Paul Wiesler announced the "Perfect Combination" radio promotion that will run in Clear Channel radio stations WIBA 101.5 and Star 96.3 to promote Summer fest. The promotion involves radio listeners to be part of a random drawing for a chance to win \$500 cash which will be awarded on Saturday. There are 10 advertising opportunities and Paul will need a couple more to run the promotion.
- Jason Johns talked about Thursday's (motorcycle) Bike night. Marge Van Calligan questioned whether the bike night would interfere with family theme as Thursday night is usually more family oriented. Both Lisa Kersten and Jason Johns addressed those issues with Chief of Police and in the Chamber Board meeting and should not be an issue. Bikers will be invited to witness the Flag Retirement Ceremony to give tribute to the troops, veterans and their families, which is the main highlight of the evening to kick off summer fest and should be family friendly.
- CHAMBER ANNOUNCEMENTS. Jason called on Marechiel Santos-Lang for the Chamber Announcements.
- Marechiel announced three new members for the Chamber in April that included: Lakeside Lawncare, Restaino & Associates and SL MacWilliams Company, Inc.
- She recognized Hans Thiel who arrived late in the meeting, and the owner for Lakeside. She also recognized Kim Storch and her party from Restaino for coming to the meeting.
- She announced the ribbon cutting ceremony for Anytime Fitness and Clean Gear WI on May 1 and invited members to attend.
- She reminded members to write their business name in the "redeemed by" line of the Chamber bucks when depositing their Chamber Bucks in their banks. This helps the chamber in reconciling the bank statements.
- She thanked chamber members who helped bring down the holiday lights including Dan Bertelson, the Groeniers, Tom Eithun, Jeff Bergey, Bill Torhorst and David Mastos.
- The entire group talked about "Break Ins" in businesses and homes. The group wanted to ask the Chief of police to come talk again at a chamber meeting to give an update about this issue.
- Marechiel mentioned that Bill Faust Jr. of Bills Food Center wrote her an email asking about starting a rewards program to catch vandals. The group agreed on raising money for a reward. A member suggested getting the reward info out in the high school.
- Jason mentioned that the Chamber will call on a task force to head up in addressing this issue.
- Jason announced that there will 9-holes golf at the end of the meeting.
- He added next month's meeting will feature the topic: Energy Conservation for your Business & Home. The speaker would be Jeff McCarthy of Alliant Energy. The meeting will be at Oregon Fire/EMS District office at 113 Spring Street.
- ADJOURNMENT. The meeting was adjourned by 1:15 PM. \_\_\_\_\_ made the motion to adjourn and \_\_\_\_\_ seconded.