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Promoting Oregon's Businesses & Community

OREGON AREA CHAMBER OF COMMERCE
Board Meeting Minutes (Updated)
Tuesday, January 13, 2009 1:00PM-4:00PM
State Bank of Cross Plains, 744 N. Main Street

Board Members Present: Aaron Ingham, Dave Mastos, Steve Peotter, Brett Davis, Jason Johns, Barb Mulcahy, Lisa Kersten, Jerod Bennett, Erika Weidler

Staff Present: Marechiel Santos-Lang

Call to Order by Jason Johns at 1:09PM.

Election of 2009-2010 Officers

Secretary – Erika Weidler accepted the position. Erika Weidler will take minutes at Chamber Board Meetings with edits and data additions made by the chamber Executive Director. Erika is not expected to take minutes at Chamber Membership Meetings. Marechiel will have staff take minutes at Membership Meetings.

Treasurer –Barb Mulcahy nominated Dave Mastos, seconded by Jason Johns. Motion carries.

Vice President –Brett Davis nominated Steve Peotter, seconded by Jason Johns. Motion carries.

President – Steve Peotter nominated Brett Davis, seconded by Jason Johns. Motion carries.

Jason thanked the board members for their support of the presidency to which he ascended to. Awaiting the birth of his twins, Jason is looking forward to continuing to serve the board as member.

Brett Davis made a statement noting strong confidence on an exciting year for the chamber. He also mentioned the excellent relationship between the chamber and village offering plenty of opportunities to work together. He revealed that part of his priorities is a focus on economic development including exploring programs such as “The Main Street Program”. Brett looks forward to working for the board in an executive capacity.

Review of 2009 Committee Leads, Committee Assignments and Important Dates

The committees were reviewed and board members re-confirmed and/or signed up for the following committee involvement in 2009:

Finance & Personnel:	Dave Mastos, Aaron Ingham, Barb Mulcahy, Renee Ackerman
Ambassadors:	Dave Mastos, Jerod Bennett, Lisa Kersten
Marketing, Promotion & Retail:	Vacant
Education & Training:	Lisa Kersten
Economic Development:	Steve Peotter, Erika Weidler
Tourism & Travel:	Barb Mulcahy, Erika Weidler
Government Relations:	Brett Davis, Jason Johns
Special Event - Annual Dinner:	Brett Davis, Steve Peotter
Special Event - Summer Fest:	Aaron Ingham, Jason Johns, Jerod Bennett; Parade: Lisa Kersten, Barb Mulcahy
Special Event – Golf Outing:	Steve Peotter, Jason Johns, Jerod Bennett
Special Event – Business Expo	Vacant
Special Event – Oregon Holidays:	Barb Mulcahy, Erika Weidler

The Board Meetings changed from the first Thursday of each month to the first Wednesday of each month beginning at 8AM. *This date will change when it falls on a holiday or other timing issue:*

Beginning February 2009, the dates of the board meeting are as follows:

February 4	March 4	April 8	May 6	June 3	July 8
August 5	Sept 2	Oct 7	Nov 4	Dec 2	

Other chamber event dates are as follows:

February 5, Chamber 101 – Welcoming New Members and Review of Member Benefits
 March 7, Annual Dinner
 April 8, After-5 Mixer 1/2
 June 25-28, Summer Fest
 August 12, After-5 Mixer 2/2
 September 15, Golf Outing
 October 15, Chamber 101
 October 31, Halloween Horse Parade and Sidewalk Sale (TBD)
 November 19, Business Expo
 December, Oregon Holidays

Other non-chamber initiated community event that has chamber participation

May 2, Safety Day
 August 4, National Night Out

Community Guide Contracting

The five suppliers who initially bid in October is now down to 2 after a 3rd ask to submit a quote. Woodward Printing, a member and Ideal Printing a non-member were the only two that submitted a third (updated specs) quote. Woodward’s previous quote was the lowest. However, on the latest submission, Ideal is bidding the lowest.

Following the policy on this matter, Marechiel will ask Woodward to match Ideal’s bid. If Woodward matches the price, the project will be awarded to Woodward. If they don’t, the project will be awarded to Ideal. However, Marechiel will have a final discretion in choosing the printer

considering ability to deliver based on set publish dates, software/technical compatibility with chamber's, etc.

Executive Director's Report

Marechiel presented the 2008 staff billing summary. Compiled together, the reports showed the following breakdown:

Thirty four point ninety three percent (34.93%) of staff time was spent on member services & development. This includes hosting the annual dinner, holding a business expo, updating the website, doing front-line member service, serving requests for signs, putting together weekly E-alerts and monthly newsletters

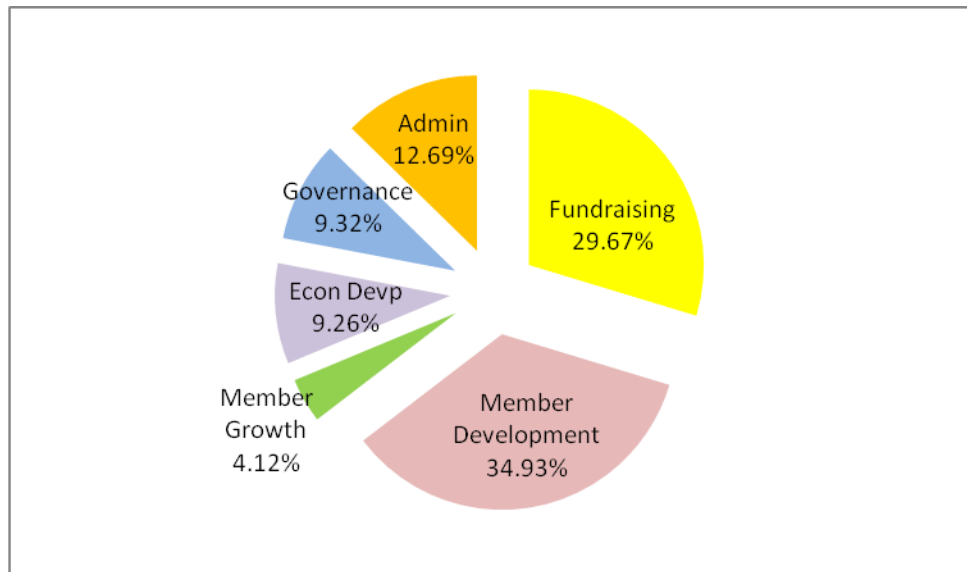
Twenty nine point sixty seven percent (29.67%) of staff time was channeled to fund-raising. This included the event planning and executive of Microbrew Fest, Summer Fest and the annual golf outing.

Twelve point sixty nine percent (12.69%) of staff time was devoted to administration. This means running the day-to-day operations of the office, manning the office during staffed hours, answering phone calls - in-person or email queries from members, visitors, residents and prospective relocating families; mailing out Oregon information to people who requests them, keeping office files organized, maintaining office cleanliness, purging files from time-to-time; doing book-keeping work including recording of incoming checks and preparing outgoing checks.

Nine point thirty two percent (9.32%) of staff time went to governance. This includes data and reports preparation for board & membership meetings but not limited to producing an agenda, recording or editing minutes of meetings, inviting & coordinating speakers, attending committee meetings, preparing budgets and financial reports for the board, participating in board planning sessions, attending seminars or conferences that enhances staff's know-how of chamber work and issues.

Nine one point twenty six percent (9.26%) of staff time was spent on economic development, including participating in meetings regarding the subject and about tourism development. This also refers to attendance in downtown construction progress meetings, lobbying for municipal funding, researching growth opportunities and attending village meetings to communicate the chamber's position on issues affecting business growth and community vibrancy.

Four point twelve percent (4.12%) was spent on member growth. This relates to time spent meeting with potential members, producing materials to attract non-members and building a network and connections to reach new business owners.



Marechiel mentioned that member growth is one opportunity area. Staff time will be re-allocated to expand time spent on doing this.

The Chamber will not sponsor Micro-Brewfest this year. Dave Mastos will approach Mulligan's and Hawthorns to see if they would like to buy Micro-Brewfest event planning & marketing rights from us.

Marechiel also noted the summary of the chamber's (un-audited) financial performance:

2008 Income: \$87,465.66 vs. \$106,025.00 budget (82.50%)
 2008 Expenses: \$108,300.21 vs. \$106,025.00 budget (102.15%)

She also commented that this year's payroll expense is one of the lowest and leanest compared to other years.

2004	\$80,355.14
2005	\$102,803.84
2006	\$77,453.95
2007	\$84,894.21
2008	\$79,081.58

2009 Priorities. The following will be the chamber's priorities in 2009.

Primary Goal: Meet 2009 Budget

Specific Goals:

1. Grow membership dues revenues to meet budget;
2. Improve Summer Fest income above budget and design an event programming that caters to broader or newer markets;
3. Establish Economic Development Committee and develop an Economic Development Plan;
4. Establish Tourism Commission and establish a Tourism Development Plan;
5. Serve Members' Interests by at least one touch.

Downtown Construction Phase 2 – Chamber Position Statement

After some discussion and brainstorming of the six design options and member's feedback gathered by Brett Davis, Marechiel and Erika, the board decided to take a position and create a statement.

The Chamber voted to endorse option A. Motion was made by Lisa Kersten; seconded by Jason Johns. Motion carries. Steve Peotter, a member of the Village of Oregon Downtown Construction Ad Hoc committee abstained from voting.

Brett and Marechiel will be attending the Village Board Ad-Hoc committee meeting on Wednesday, January 14 at 7AM. Brett will give the chamber's position statement. The statement reads as follows:

“The Oregon Area Chamber of Commerce endorses Alternative A because it is an appropriate balance between green space and parking stalls, which are essential for economic success during this challenging economy. The Chamber looks forward to working in partnership with the Village in the years to come to make Oregon's downtown an even stronger and more vibrant place to do business.”

Annual Dinner

Brett announced the theme being a casino night. He explained about holding a welcome reception for past presidents, gaming tables, bidding for packaged items, and another fund-raising idea that's still be worked out with Bergey Jewelry. Brett asked the board about pricing. The board gave him and the committee discretion on the pricing decision. Brett also solicited ideas for emcee and requested the board to send them in. The awards were also reviewed. The following categories and criteria were updated from the previous criteria:

Special Recognition – Outgoing board members: Renee Ackerman & Chris Venden
Outstanding Business Person - Nominator: A board member; Judge: past 3 years OBP winners
Erika Weidler's name was suggested.

President's Award - Nominator: Outgoing President (Jason Johns)

Long Time Service Award - Nominator: any member; Judge (amended) Board members
Capt. Tom Eithun name was suggested;

Community Improvement Awards – Nominator: any member; Judge (amended) Board Members

Community Improvement – Civic/Municipal: Any project made January – December 2008

Erika Weidler suggested the Village of Oregon for its downtown road construction;

Community Improvement – New Building: Any project made January – December 2008

Barb Mulcahy nominated Oregon Community Sports Arena; Steve Peotter nominated Trachte, Inc;

Community Improvement – Renovation/Replacement; Any project made January-December 2008
Legend at Bergamont was suggested;

Further nominations will be gathered through the chamber's weekly E-alert announcement with a deadline date of February 2, 2009. The decision on who will be getting the award will be made on the next board meeting – February 4, 2009.

Personnel Issues

Marechiel announced to the board that as part of her professional development, she plans to pursue an MBA degree in the fall. She will be attending an information session to find out the best course to take considering her work schedule: Evening MBA or Executive MBA, which will require her going to school every Friday & Saturday, every other week. The chamber board wishes her well in her endeavor.

Presentation “Horses and Riders Access to Downtown”

Tim Meidl, up and coming business owner of a horse stable in Oregon and Scott Statz, of Glacial Drumlin Horse Trail Association gave a presentation to the board about a proposal to endorse the development of a horse trail in Oregon and allowing horse riders access to Downtown Oregon. Tim mentioned that he first pitched the idea to the Village of Oregon and that he was told to approach the chamber and its members to get support before pursuing further. No specific plans are currently drawn. Their presentation was about gaining endorsement. Scott Statz explained that if this pushes through there will be no cost to the chamber, except the marketing of it. He mentioned that the percentage of horse-riders consumer spending is much higher than bicyclists or other recreational riders. He also added that, there is no town in Dane County promoting horse-friendly” municipalities. Dubbed as the “horse capital of Wisconsin,” doing this provides Oregon a great marketing opportunity.

A few board members raised logistical concerns – an issue that would need to be addressed in detail later.

The Chamber Board statement on this issue is as follows:

“The chamber board supports the village exploring the concept of allowing horse rider access through the Village of Oregon.”

Meeting adjourned at 4:03PM.