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Promoting Oregon's Businesses & Community

OREGON AREA CHAMBER OF COMMERCE
Board Meeting Minutes
Wednesday, February 4, 2009 8:00AM-10:00AM
 Oregon Fire/EMS Department, 2nd Floor Conference Room,
 131 Spring Street, Oregon WI

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

Staff Present: Marechiel Santos-Lang

Meeting called to order by Brett Davis at 8:15AM

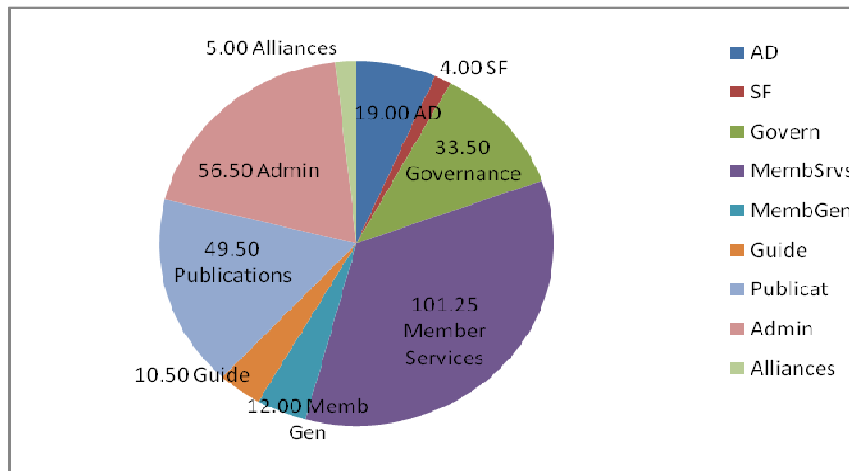
Approval of Minutes of the Meeting, January 13, 2009: Brett Davis moved to approve minutes and Aaron Ingham seconded.

Government Relations: Downtown Ad Hoc Meeting – Phase 2 Update

Brett and Marechiel reported that the Chamber represented Oregon businesses at the Ad Hoc planning committee meeting. The Ad-Hoc committee took the Chamber's recommendation to keep parking in the downtown business district and to go with option A. The Chamber then also appeared at the Village Board meeting the week after to re-affirm their recommendation. A final parking decision was made in line with the chamber's recommendation. The downtown businesses are very appreciative of the chamber's support.

Executive Director's Report:

Marechiel reported the staff hours spent and work allocation for the month of January.



Annual Dinner (6.52% or 19 hours). Event program was finalized including the event emcee. Design & production of invites were set. Invites were printed, mailing envelopes stuffed and labeled and will be ready for mailing.

Summer Fest (1.47% or 4 hours). Three out of the 4 bands were now hired. Program plan was drafted. Summer Fest logo chosen. Save the date published in newsletter. Initial meeting with beer provider held.

Governance (11.5% or 33 hours). Board meeting preparation, consultation on various issues, and board & membership meetings were held.

Member Services (34.75% or 101.25 hours). Staff processed member renewals, updated database, responded to promotions request, updated members' website info, finalized January speaker and topic, set up February speaker & topic, firmed up February meeting venue, set up March speakers & topic, firmed up March meeting venue; sent out member renewals thank you letters; posted renewal updates to the web; responded to phone or in-person queries, sold chamber bucks, designed new member brochures;

Member Generation (4.12% or 12 hours). Sought out potential members, signed up three new members: American Cancer Society, Boy's Scout Troop 168 and Susan's All Breed Pet Grooming;

Business Guide (3.61% or 10.50 hours) Began design and lay-out of the guide, began collecting and designing advertising materials from/for advertisers; began photos collection and providing photo instructions to artists and local photographers;

Publications (17% or 49 hours); Wrote, designed and published a 22-page newsletter for February recapping 2008 accomplishments and highlighting upcoming chamber and member events; articles collected and reported were worth two months since we didn't have a January issue; the publication came out February 1st. Wrote and published 4 E-alerts, wrote and published 1 Oregon Observer column; send out annual dinner promotion announcements;

Administration (19.40% or 56.50 hours) Included finance & accounting work, book-keeping, office upkeep & maintenance, clean up from 2008 December events, files re-organization, performance evaluation development and performance evaluation write-up and interview

Alliance (1.72% or 5 hours); met with the Village staff, attended Ad-Hoc committee meeting, attended village board meeting, interacted with village staff on business issues; included preparation time before meetings

Chamber Issues:

Renewals, Rejoining & New Members

The committee sign ups this year is way down than last year's. Marechiel reported that the optional volunteering sign up for 2009 renewal was a wrong decision. Last year's

required and opt-out payment options were more effective. It was discussed that for next year, we will re-institute this mandatory volunteering and buy-out option. The board directed Marechiel to send an announcement to members on volunteering, listing those that have already volunteered and getting new commitments for those that have not yet volunteered via email, online or paper sign-ups.

Marechiel announced Lock & Unlocks and Saché Salon are not renewing.

About 100 members have so far renewed out of the 192 members upon year-end closing of 2008. Steve Peotter asked how this is compared to previous years. Marechiel did not know the answer since she's only worked for the chamber one year. Dave Mastos, who has been with the board in the previous administration, thought that this renewal rate at this point of time is actually high compared to years ago.

Category Clarification: "Non-profit" is currently not a category for membership. Small non-profits operate like service or socio-civic organizations with hardly paid staff. The board authorized the Executive Director to use her discretion on the matter including asking questions to determine whether a company's operation is like a service club/socio-civic organization or whether it operates like a corporate organization with more than 5 paid employees.

Chamber Staff - Kristin McGuine. Marechiel announced after Kristin's performance evaluation, Kristin McGuine's job position title will now be Member Services Manager to better reflect what she is producing and performing for the chamber.

Publication Monthly Newsletter Changes – the newsletter will now come out on the first of the month. The other weeks would be e-alerts.

Annual Dinner – Awards that the chamber will give out are:

- Trachte Inc. & Oregon Community Sports Arena is awarded Community Improvement Award - New Building;
- Legend at Bergamont is awarded Community Improvement Award - Renovation/Remodeling for the Legend at Bergamont Clubhouse;
- Village of Oregon is awarded Community Improvement Award - Federal/Municipal Building/Renovation for the Downtown Construction Project;
- Dan Bertelson of Re-Max Preferred is awarded the President's Award;
- Erika Weidler of Firefly Coffeehouse is awarded Outstanding Business Person
- Phil Harms of Advantage Builders is recognized for Long-Time Service

Personalized board of directors invitations were handed out to the board.

Billboard Update – Jason Johns reviewed the contract and will have Marechiel sign the contract being the chamber's paid staff. It was discussed that it should be clarified that Adams will pay all initial planning, village presentation, and related fees. Jason said he'll write an addendum to this effect. Based on Marechiel's discussion with the Village, they would like to see a written confirmation that building a sign on the proposed location has been approved by the DOT. When this is satisfied, Mike Gracz will include a conceptual presentation in the Village' Planning Commission agenda. Marechiel and Adams will be in attendance for these meetings.

February Membership Meeting. On Thursday, February 19, 11:30AM-1:15PM, we will be featuring Mr. Todd Berry, President of the Wisconsin Taxpayer's Alliance as our membership meeting speaker.

Golf Outing - Date is set for September 15. Jason Johns & Steve Peotter confirmed that the Legend at Bergamont has been booked for this purpose. A possible Golf-outing/mixer could be organized at the Foxboro Golf.

Board Development/Training. Marechiel presented a board development training opportunity for the Chamber Board. The training will help broaden the board's know-how about other chambers and trends in the industry. The speaker would be WI Manufacturing & Commerce Vice President Jim Morgan who is also the main point person for the WI Chamber of Commerce Executives. The topic would include Telling the Chamber Story, State of the Local chamber and Chamber Trends. Marechiel will provide option dates for this meeting. The board prefers that the meeting will be a separate meeting from a monthly board meeting, since board meetings usually take a long time to finish and the development/training session would take 2-2.5 hours. Barb Mulcahy of State Bank of Cross Plains volunteered the use of her bank's community room as venue.

Board Meeting Future Venues. Marechiel asked the board what they thought about the Oregon Fire/EMS department building as monthly board meeting venue. Everyone agreed that it's a great venue to hold the board meetings. Marechiel will let Capt. Tom Eithun know that the chamber will be using their boardroom monthly for this purpose. Capt. Eithun's responsiveness to the chamber's request and having a room ready to go with a projector screen and laptop already installed was appreciated.

Meeting adjourned at 10:03AM