



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

**OREGON AREA CHAMBER OF COMMERCE**  
**BOARD MEETING MINUTES**  
**Wednesday, October 7, 2009; 8:00AM-10:00AM**  
Oregon Fire/EMS Department, 2<sup>nd</sup> Floor Conference Room,  
131 Spring Street, Oregon WI

Board Members Present

Jeff Groenier, Jason Johns, Steve Peotter, Jerod Bennett & Barb Mulcahy

Board Members Absent

Brett Davis (excused), Erika Weidler (excused), Aaron Ingham (excused) & Dave Mastos

The meeting was called to order by Vice President Steve Peotter at 8:12AM.

Approval of Minutes of the Meeting, September 2, 2009

Jerod Bennett moved to approve the September 2, 2009 Meeting Minutes, Barb Mulcahy seconded. The meeting minutes was approved unanimously.

Chamber Financials

Barb Mulcahy asked whether the Financials were e-mailed. Marechiel Santos-Lang said they were, except it was sent past 5:00PM. She apologized and offered to make sure she sends them in advance for BOD meetings. She handed Barb Mulcahy a hard copy of the financial reports.

The ED announced that the current line of credit the chamber has accessed so far is at \$16,002.19, which included \$8,000 from 2008 borrowing.

Collections Summary

Jason Johns asked why one particular member is past due. Marechiel Santos-Lang mentioned because of non-payment of Business & Resource Guide advertising. Jason Johns said if we were the newspaper company, that account would already be sent to a collection agency. Steve Peotter suggested that we give a phone call to all past due members. Barb Mulcahy asked that the Executive Director only report over 90 days past due and that she would need to make detailed explanation about individual non-payment at each board meeting.

Profit & Loss Statement and Balance Sheet & Income Statement

Dave Mastos phoned in during the meeting to ask why Chamber Bucks is showing a negative balance. Marechiel said it maybe because we're not caught up with the encoding of the

payments but also, she pointed we haven't reconciled our chamber bucks for months, which is a function of the Treasurer.

#### Finance Committee Draft Budget Update

Barb Mulcahy led the discussion on the draft budget going through each income and expenses projection and the reasoning behind them as discussed during the Finance Committee meeting. She mentioned that the committee's main point was to keep estimated income conservative. She also suggested that we could have a "Goal Budget" to reflect more aggressive numbers, but for the purposes of budgeting, we should keep it on the low end. Items highlighted in yellow in the draft budget still needs more input. This includes budget projections for Summer Fest Income and Rent, IT & Debt Service for the Expenses side. See Draft Budget 2010-2011.xls file.

The board discussed changing the Membership Revenue for 2010 to \$46,000 to match 2009 Actual-Forecast.

Jason Johns clarified the payment schedule for the hotel tax revenues. He said the hotel tax money goes first to the state. The state takes 2.55% for administrative cost. Villages/Counties are required to distribute funds collected from the previous quarter no later than the end of the 1<sup>st</sup> month of the succeeding quarter. Example: If the hotel opens in Sept 1, 2010, the payment of the village to a commission entity would be by the 31<sup>st</sup> of January 2011.

Since the projected build date for the Oregon hotel is the last quarter of 2010, the board agreed to remove the \$5,000 budget for Tourism Income and \$3,500 Tourism Expenses in 2010 to reflect the timing mentioned per State Statute.

#### Summer Fest 2010 Planning

The first part of the 2009 Festival De-briefing notes were reviewed.

- Parade

Paying or not paying Marching Bands was discussed. Jeff Groenier said the Summer Fest parade is not the same without the Marching Bands. That's the primary highlight of the parade we hold here in Oregon. Barb Mulcahy mentioned that Waunakee does not pay anyone to participate in their parade. Marechiel Santos-Lang shared that in her discussion with Nick Lane, he anticipates 1 to at most 2 bands might participate in Summer Fest, if there were no parade contest. She said, Nick Lane does not think that we will be able to attract school bands to participate in Summer Fest, since the school has already ended 3 weeks when we hold our festival and just by knowing these various area band directors as not the type who will do this if it is not their community. He said the Oregon Marching Bands, when invited in other towns' parade are paid \$1,500. Jeff Groenier suggested asking the Marching Bands group for a compromised fee. It was clarified that what we wanted is to keep the bands but not pay them money. Another note was to talk to the Shiners' to solicit own sponsors, instead of the chamber paying them.

All sponsorship should be for general parade sponsorship and not specific entries.

- Car Show.

Jason Johns mentioned that we should be diplomatic on our approach with Aaron Hoff on the \$1K revenue goal specified in the notes and that, we should have a clear understanding of the

relationship between Aaron Hoff and the chamber. Barb Mulcahy reminded the BOD that Aaron Hoff was the one who gave this \$1K budget figure.

The de-briefing notes on Car Show was further amended to: The Car show needs to be self-supporting and that the car show organizer should solicit his own volunteers.

- Beer Tent

The issue of wristbands & fencing has been tabled and recommended that this be discussed at a Summer Fest Committee Planning Meeting. One suggestion is give a discount instead of free entrance.

The rest of the SF discussion has been tabled for the SF committee to discuss. The board asked Marechiel to survey BODs on their availability. Outgoing board members who have been involved in previous Summer Fest provide valuable input. Dan Bertelson and Renee Ackerman were mentioned to be included in the meeting invite/discussion.

- Chair & Co-Chair

Steve Peotter opened the discussion on seeking Chair and Co-chair positions. Jason Johns expressed he won't be able to make it in 2010. Steve Peotter asked Jeff Groenier to consider chairing it for next year. Jeff Groenier hesitated. Barb Mulcahy and Jerod Bennett who were in-charged with specific aspects of Summer Fest opined that the system last year worked in dividing up the load. Jerod Bennett suggested to change the format of chair/co-chair per event instead of one over-all chair. Steve Peotter mentioned that there needs to be more board involvement over-all. Barb Mulcahy said that having several chairs worked very well. Jerod Bennett said creating a bigger team is more doable than having one chair.

“In general, we just need to be more involved, especially in the financial aspect of things,” says Steve Peotter. Barb Mulcahy said that is where the Finance Chair can oversee that. The board agreed that we need to define the roles better.

- Summer Fest Committee Budget/Planning Meeting

Barb Mulcahy requested that we schedule a Summer Fest Planning Meeting as soon as possible. Marechiel Santos-Lang was asked to put some dates options for this month's planning. Jason Johns suggested starting an email string on the planning aspect. Jerod Bennett suggested that we should include the SF discussion in our Membership Meetings.

### Delinquency Verbiage Review & Approval

Article II, Section 8 (c)(1):

#### **Current Verbiage:**

Renewal Membership: All renewal membership dues are to be paid by January 15. If any member fails to pay the required dues by February 15, the Chamber shall mail a written notice of delinquency to the member and a copy of this Article II Section (8)(c). If by March 15 the dues still remain delinquent, the Chamber shall mail a second notice of delinquency and copy of this Article II Section 8(c). If by April 15<sup>th</sup> the dues still remain delinquent, the member will not be considered a “member in good standing” and the membership of the member shall be

temporarily suspended pending payment of the required dues or expulsion by the Board for nonpayment of dues. While a member's membership is temporarily suspended, the member shall be ineligible to vote, hold office, serve on the Board, or enjoy any of the Chamber benefits or privileges otherwise afforded such member.

### **Suggested Text Changes by Jason Johns**

Renewal Membership: Renewal membership dues are to be paid within 30 days of member's annual renewal date. A notice of approaching renewal date shall be sent to member from the Chamber 45 days prior to renewal date. If member does not pay their dues within 30 days from date of annual renewal date, the Chamber shall send a second notice to the member as a reminder of dues owed within 15 days of date second notice is received. Said second notice shall include, at a minimum; i) options to pay dues, ii) notification of potential loss of member's Chamber benefits and "good standing" status. If member still has not paid their dues after the above process has been completed, OR, a payment arrangement is not agreed to between member and executive director, the ED will notify the Board of Directors. At that time a decision will be made by the Board upon how to proceed.

Jeff Groenier made the motion to approve the suggested changes to the delinquency verbiage. Jerod Bennett seconded. Jerod Bennett, Jason Johns, Barb Mulcahy, Jeff Groenier and Steve Peotter all voted aye.

Jeff Groenier asked if we have any provisions on electronic voting. Jason Johns thought that we did. The board asked Jason Johns to look into provisions in our By-Laws for electronic voting.

### Committee Discussion/Updates:

- **Special Event: Golf Outing – Steve Peotter/Jason Johns/Jerod Bennett**  
The 2009 Committee recommended keeping all fundraising components the same for next year; they also recommended keeping the venue in The Legend at Bergamont and keeping the programming specially the Ball Drop and Silent Auction. The only change would be the process of declaring winners for the raffle; drawing it while the golfers are on the course, and announcing/posting winners' ticket numbers; so they'll know right away when they get back to the club house and need not wait until the end of the program. Steve Peotter suggested that we may want to consider assigning a charity as a recipient for the outing similar to Fitchburg Chamber of Commerce. Jeff Groenier mentioned that the Oregon Hockey did their outing a week after ours and brought up the idea of combining ours with theirs or other groups.
- **Government Relations: Bill Board**  
Jason Johns mentioned we're getting closer in getting the one-sided billboard. The discussion he mentioned was: what has to go on the back that faces Highway 14? According to Jason Johns, The WisDOT said it has to be an official sign defined as having a "community service" benefit E.g. Welcome to Oregon; Directional sign to the Farmer's Market or promoting specific non-profit activities or benefitting the village. The village will need to apply for this other side; the area needs to be re-zoned,

which will be up to the Village. The issue is a little bit tricky since one side would be considered a private sign and the other would be an official sign. Jason Johns said that we got an OK from WisDOT; but there's still work to be done. Jeff Groenier brought up the Planning Commission's concern of setting precedent. Jason Johns added that the question is getting the re-zoning figured out. Jeff Groenier brought up a suggestion of splitting the board into 2-3 panels, one being "welcome to Oregon" and the other would be general community events/ promotions.

- Marketing Retail & Promotions – Marechiel Santos-Lang announced that Oregon Holidays has been broken down to two events: Oregon Halloween(October 30-31) and Oregon Holidays (Thanksgiving through December 12). We will be working with the Oregon Public Library and local businesses to promote the Halloween weekend, while the Oregon Holidays line-up of events are also shaping up to include a Horse Parade, Carriage Rides, Holiday Music entertainment, Tree-Lighting, Chili Dinner, Pancake Breakfast and Holiday Home Tour. We're still confirming the carriage rides, which will be the source of revenue for the event.
- Special Event: Business Expo – Marechiel Santos-Lang announced that we have 15 exhibitors so far and about a dozen volunteers responding to help with pre-event marketing, set-up, tear-down and admin work. Phone calling various businesses has begun. The venue will be the Gorman & Company being the only venue available and willing to host the event that included alcohol service. The price for exhibiting has also doubled. There will be a cap to how many vendors will be able to exhibit as a response to last year's complaints on the space being "too tight". Marechiel Santos-Lang announced that only 75 exhibiting vendors will be accommodated. Any other vendors who want to participate can sign up as a Non-Exhibiting vendor, to be accorded with all the benefits but without table space.
- Finance & Personnel – The budget was drafted and discussed earlier in the meeting. Dave Mastos, Barb Mulcahy, Renee Ackerman and Marechiel Santos-Lang met to create the draft budget on October 5, 2009. Aaron Ingham and Jeff Groenier couldn't make the Finance Committee meeting.
- Tourism Development – Nothing new. Barb Mulcahy said she still needs to set a meeting for the Tourism Committee.
- Economic Development – Steve Peotter asked Marechiel Santos-Lang whether she has considered being a part of the Village-led committee on this topic. Marechiel will follow up. Steve encourages the chamber and other board members interested to consider the Village of Oregon committee. Marechiel announced she is thinking about attending an Economic Development seminar/workshop organized by Alliant Energy.

- Ambassadors – Jerod Bennett said that, he and Dave Mastos talked about scheduling trips to visit members. No contacts have been made yet.
- Education & Training – Marechiel Santos-Lang announced that we don't have a speaker for the October Membership Meeting but do have one for the November membership meeting.

Microbrew Fest

The Executive Director shared that 3 groups are interested in discussing the revival of Micro-Brew fest: an Oregon couple, the Madison Festivals and Jerod Bennett have been inquiring about it.

The board revisited the discussion of how we came about to the cancellation of Micro-Brew fest. The board asked Marechiel Santos-Lang to go ahead and speak with Madison Festivals. Jerod Bennett asked if this is something that people really like to stay here, “why don't we find out ways to make it profitable?” The board asked Jerod to talk/meet with Aaron Ingham to find out whether they can make a recommendation and to accompany Marechiel Santos-Lang to the Madison Festivals meeting.

Committee Review; Purge/Merge/Keep: Discussion: Memberships Committee

Finance & Personnel	Marketing Promotions & Retail	Ambassadors	Education & Training
Economic Development	Tourism & Travel	Government Relations	Member Events: Annual Dinner
Fundraiser: Summer Fest	Fundraiser: Golf Outing	Member Events: Business Expo	NEW! Memberships

Marechiel suggested a new committee to replace the Ambassadors committee or add as another committee after finding out one member might be interested to lead this. The Membership Committee in the Verona Chamber was one of the primary reasons why their membership grew to 300+. Further discussion was tabled.

2010-2012 Call for BOD Nominations and Setting of Election Date.

Marechiel Santos-Lang pointed out that four positions are open for 2010-2012 board of directors term. She asked the board to set a date on nominations and voting. The board asked Marechiel to look at similar timing as 2008 and use that as the dates for this year's election.

Advocacy: TIF District

This issued was tabled.

Annual Dinner 2010 – Call for Nominations

The board directed the Executive Director to email to the board members the various award categories and to send in a previous award winners list. It has been agreed that nominations be submitted by the next board meeting: November 4, 2009.

Schedule Reminders:

Membership Meeting: October 15, 2009; 11:30AM-1PM; Pizza Pit  
Ribbon Cutting Ceremony October 15, 2009; 1:30PM-2:00PM; Karate America Oregon  
BOD Meeting November 4, 2009; 8AM-10AM; Oregon/Fire EMS; 2<sup>nd</sup> Floor  
Membership Meeting: New Date: November 24, 2009; Tuesday

Steve Peotter asked that we collect member's past due account before any Ribbon Cutting Ceremonies are held, mentioning that doing so is a benefit to members.

Barb Mulcahy moved to adjourn the meeting. Steve Peotter seconded.

The meeting was adjourned at 10:13AM.

*Meeting Minutes taken by Marechiel Santos-Lang*