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*Promoting Oregon's Businesses & Community*

**OREGON AREA CHAMBER OF COMMERCE**

**Board Meeting Minutes**

**Wednesday, March 4<sup>th</sup>, 2009**

**Oregon Fire/EMS Department, Boardroom  
 2<sup>nd</sup> floor 113 Spring Street; 8:00AM-9:30AM**

**Board Members Present:**

Aaron Ingham (Trachte Inc.), Dave Mastos (DLM Financial Solutions), Steve Peotter (OakBank), Brett Davis (80<sup>th</sup> District Representative), Jason Johns (Tenuta & Johns), Lisa Kersten (Oregon Observer-Unified Newspaper Group), Jerod Bennett (Keller Williams), Erika Weidler (Firefly Coffeehouse)

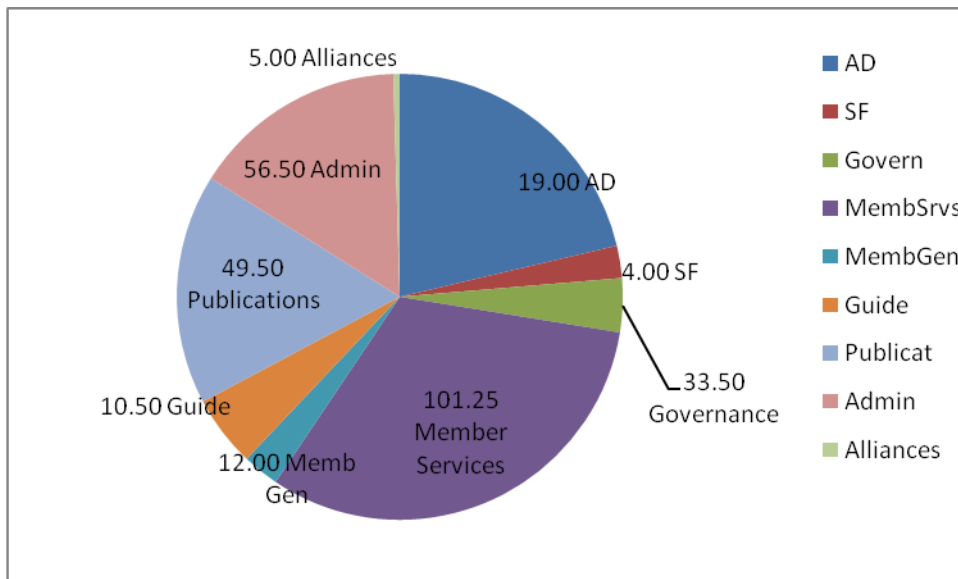
**Board Member Absent:** Barb Mulcahy (State Bank of Cross Plains – Oregon)

**Staff Present:** Marechiel Santos-Lang, Executive Director

**Brett Davis called the meeting to order at 8:10AM.**

**Approval of the February Minutes** – Marechiel brought up a few grammatical corrections. Following the changes, Aaron Ingham moved to approve the minutes. Steve Peotter seconded.

**Executive Director Report.** Marechiel reported on staff billing time and highlights of accomplishments for the month of February.



**On Annual Dinner**

- Met registrations goal 102%
- Met sponsorship goals 144\$
- Need to meet \$1.5K to meet fundraising goal
- Donated items calculated at \$5K
- Diamonds raffle projected to make \$700
- High value programming: Skiles, Awardees, Casino, Wilkening
- Mailed out Press Release to 100+ print media. (Article picked up by Wisconsin State Journal & News 15 TV)

#### On Summer Fest

- Exciting 3 of 4 bands lined up
- Expanded beer options
- Introducing Classic Car Show
- Carnival Operator willing to increase commissions
- Introducing new festival approach – run like a business, less volunteer-dependent, maximize fund-raising thru beer tent sales and cover charge.

#### On Governance

- Signed billboard contract with Adams Advertising
- Organized Board development training for April 3, 2009 with Wisconsin Chamber of Commerce Executives

The board asked Marechiel about the Billboard addendum specifying that all application expenses are paid for by Adams Advertising. We don't want to be surprised to pay for a bill we didn't plan for. Marechiel said she signed the contract without the addendum and referred to Jason, as he volunteered to write this up. She will check in with Jason Johns on the matter.

#### On Member Services

- Processed fifty renewals (100+ in January)
- Processed 8 members events Welcome Signs
- Held Chamber 101 Session with new members, 13 members attended and was well received

#### On Member Generation

- Signed up 3 new members and recruited 3 more (Oregon Adult Softball, Michelle Allen Photography, Madison Brush Works. (Awaiting Pro-Modern Salon, Oregon Day Spa, H&R Block)

#### On Business & Recreation Guide

- Primary staff set this aside to give way to Annual Dinner planning
- Hired Andrea Blader to help out with ad solicitation
- Kwik Trip signed up.

#### On Publication

- Published a robust 22-page February newsletter – first for the year
- Posted 3 E-Alerts
- Annual Dinner covered in Oregon Observer and WI State Journal

#### On Accounting/Finance

- Processed 50 + renewal and new members
- Processed 160+ annual dinner registrations
- Paid line of credit, \$5K. Balance is now at \$7K.

#### On Website

- Added E-Alerts archive in the site, dating 6 month's back issues
- Added "Member" logo as clickable link for web posting

#### On Municipal Relations

- Met with Mike Gracz & Mark Below

#### On Human Resources/Personnel

- MSL performance evaluation with Jason/Aaron scheduled

#### On Administration

- New In-Design software installed at Kristin's computer to help with graphic designing.

#### Annual Dinner Update and Board Member Roles at the event

- Over seventy items were donated for raffle prizes
- The board of directors were requested to perform fundraising function at the event specifically helping with the sale of Raffle A, Champagne raffle and Raffle B, Premium Items raffle.

## Issues of Discussion

- Renewals and Non-Renewals  
Board Members selected un-renewed business-owners to speak with in regards to renewing their chamber membership. We will follow up on how those conversations went at the April board meeting.

*Note: Assignments were given at the meeting and via email.*

- Foxboro Golf – Before-5 Mixer  
The Ambassador Committee will make a date for potentially an After-5mixer golf event.
- Initial Membership Dues  
Marechiel recommended a policy change on this from pro-rate to full annual 1<sup>st</sup> year payment for the following reasons:
  1. Smaller amount paid meant smaller vested interested to continue membership. It has been observed that most members who had paid pro-rated membership dues in 2008 especially those who signed towards the end of the year did not renew. Ex. Exercise Party, United First Financial, AFLAC, John Hancock Financial, Karate America, Comfort Keepers, Primo's etc. This can be interpreted as, the business is not yet that established and longevity is not certain.
  2. It appeared that more established or well funded business individuals opted to pay a full year's membership despite knowledge that we can pro-rate. Example: The Horse First Farm, Pivotal Point Acupuncture, D-Chai LLC, Morgan Stanley. It showed seriousness in their intention and a good gauge that their business is here to stay at least for more than a year.
  3. The administrative time to process and promote a full annual dues paying new member versus those paying the pro-rated fees is the same; so in essence we lose a lot of money and time processing someone who paid say, two months worth of pro-rated small member business rate of \$33.33 versus a \$200.00 full payment. (2008 fees). Staff activities associated to processing one new member include:
    - i. Gathering of complete contact information
      1. Website full contact info posting and web-linking
      2. Database updating
      3. E-Alert announcing and posting
      4. Monthly Newsletter news article writing and publishing
    - ii. Mailing of new membership packet that included: Window Decal, Member-to-Member Card
    - iii. Plaque awarding

The recommendation is that: instead of paying based on monthly pro-rate for the remaining months of the year, new members will be asked to pay the full annual membership fee and on the next year they would have a pro-rated fee. A pro-rated invoice will then be generated for the following year. On their 3<sup>rd</sup> year, it will coincide with an annual-based payment. Marechiel will have a motion ready for the April Board meeting.

- Membership meeting featuring county candidates  
One member suggested having an opportunity for Nancy Mistele to address the members. Discussions were made on making this fair for all parties similar to what we did during the Candidate Forum. Currently chamber speakers are already booked for this month and we do not have enough time for them to speak before the election. The request was denied.
- Milwaukee Brewers Game Outing  
Van Gander Bus offered non-profit rate to organize a community outing to watch a Brewers Game in Milwaukee. Discussions were brought pro and against the idea. The board of Directors will think about whether this follows the Chamber's goals for the year to be decided during the April board meeting.
- Board Attendance to meetings  
In response to a request by Chamber Vice-President Steve Peotter, Marechiel presented the following membership and board meeting attendance report.

Historical Membership Meeting Attendance

Meeting Date	Total Attendance	BOD & Staff Present	Members Present
18-Jan-07	18	8 / 11	10
15-Mar-07	38	8 / 11	30
19-Apr-07	28	8 / 11	20
7-Jun-07	16	7 / 11	9
19-Jul-07	21	5 / 11	16
20-Sep-07	23	6 / 11	17
18-Oct-07	30	6 / 11	22
20-Dec-07	37	11 / 11	26
17-Jan-08	26	8 / 11	18
21-Feb-08	27	8 / 11	19
17-Apr-08	38	10 / 11	28
15-May-08	33	10 / 11	23
19-Jun-08	22	8 / 11	14
17-Jul-08	25	6 / 11	19
21-Aug-08	22	7 / 11	15
19-Sep-08	29	7 / 11	22
20-Nov-08	15	5 / 11	10
18-Dec-08	12	8 / 11	4
15-Jan-09	20	6 / 10	14
19-Feb-09	27	8 / 10	19

Steve Peotter mentioned that it is important for the members of the board to be involved with the membership and board meetings. We should make attending membership & board meetings a priority.

**Committee Updates:**

**Summerfest** – Marechiel will post an updated parade form to the website. After the annual dinner, the chamber office will focus on Summerfest. The Summerfest Committee has already begun meeting and will continue to do so every two weeks in March & April.

**Golf Outing** – date has been set for September 15. The Legend at Bergamont has been notified.

**Economic Development** – Steve and Brett are setting up a meeting with Mike Gracz and Steve Staton.

**Tourism Development** – Chamber will present its position to the Village Finance/Personnel Committee based on initial meetings held last year.

**Ambassadors** – Lisa, Dave, and Marechiel to meet and make goals for this year.

**Finance and Personnel** – Marechiel will print an income statement and balance sheet for the April Board Meeting.

**Business Expo** – Thursday, November 19<sup>th</sup> – this will change if it is Thanksgiving Day.

**Other Matters** – Marechiel plans to go to the Philippines in August to attend her sister’s wedding.

The meeting was adjourned at 9:30AM.