



OREGON AREA CHAMBER OF COMMERCE

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OREGON AREA CHAMBER OF COMMERCE
BOARD MEETING MINUTES
Wednesday, March 3; 8:00AM-10:30AM
Oregon Fire/EMS Department, 2nd Floor Conference Room,
131 Spring Street, Oregon WI

Board Members Present: Steve Peotter, Jerod Bennett, Erika Weidler, Jeff McCarthy, Erin Kaether, Barb Mulcahy, David Mastos, Jason Johns, Judy Knutson

Staff Present: Marechiel Santos-Lang

Call to Order: Steve Peotter called the meeting to order at 8:06 AM. He welcomed Jeff McCarthy to the board. Steve asked board members to introduce themselves and say little bit about what they do and their motivation to serve the Oregon chamber.

Approval of Minutes: January Minutes. Barb Mulcahy made a motion to approve the January 2010 Minutes following minutes corrections. Jerrod Bennett seconded. The motion to approve the January 2010 Minutes passed unanimously.

February Minutes. Barb Mulcahy made the motion to approve the February 2010 minutes following a modification on wordings. Erika Weidler seconded. The motion to approve the February 2010 Minutes passed unanimously.

Annual Dinner Post-Event Review & Discussion: Annual Dinner Committee member Judy Knutson reported that there were 110 attendees to the event, a 30% reduction from the past two years. However, it met 200% of financial budget goals, a 100% increase. She shared highlights of the results of the post event survey. Ninety one percent (91%) scored the event 9.5 out of 10 for satisfaction, while nine percent (9%) scoured the event 8 out 10 for satisfaction. The levels of satisfaction on event aspects were:

- Value for price 4.2 of 5.
- Location 5 of 5
- Programming 4.8 of 5.
- Day & Time 4.1 of 5.
- Length 4.5 of 5
- Attendees profile 4.5 of 5

Judy asked for board comments. Dave Mastos suggested putting more items from the casino into the silent auction. Jason thought the awards presentation was condensed very well and agreed with the outcome of the post event survey. He thought the Treasure Chest table was strategically placed. Erika Weidler did get some feedback that the registration ticket was a little expensive. Judy Knutson also

received similar feedback. Jason Johns mentioned that it is good to let the people know that it is a fundraiser, which has changed from past annual dinners. Erin Kaether said she would like to have seen the dress code on the invitation, not in an email in small print two days before the event but included in the invitation card. Jerod Bennett mentioned some confusion as to where you could redeem wine tickets, raffle tickets and beer tickets. Steve Peotter pointed out that we made money because we priced the tickets well. We also have a better silent auction performance this year. Discussion about date of next annual dinner currently set as Feb. 12, 2011. A concern was expressed about the date, being the weekend of Valentine's Day. It was decided February 26, 2010 would be the option B date. The board tasked the committee to investigate the latter date possibility with The Legend at Bergamont.

Village Strategic Planning Information: Jason Johns explained the task of the Village of Oregon Strategic Planning Committee. He said they are currently in the process of collecting information from the community on what and how the locals would like to see Oregon develop in the future. The committee will hold three listening sessions. The group will take the information at the sessions and narrow it down to make it understandable to the Village board. The establishment of the committee is a way for the village board to hear from the community. Jason said that it is important for businesses to be heard. He encourages fellow board members to participate in the meetings. Barb Mulcahy said that we should let chamber members know of the importance of being involved. The first two meetings will be held at the Oregon Middle School, childcare provided. The 3rd meeting will be held at the Oregon Area Senior Center. The dates of the meeting are found in the March chamber newsletter.

ED Report & Financials, Audit Update including Q&A: Erin Kaether asked the question about when non-renewing members will be removed from website, databases, etc. Marechiel said that in the past we've been very liberal about keeping them on because most end up renewing just before Summer Fest. Marechiel mentioned that we should probably have a policy in place. A question also rose about dollars owed by Re-Max. Marechiel mentioned that they are on payment plan, and that she is not worried about non-payment since they are also involved as Summer Fest sponsor. She mentioned that Re-Max last year have contributed over \$2,000 in sponsorship, membership and registration dollars to the chamber and are ardent supporters of the organization.

Steve asked about temporary hires for annual dinner. Marechiel explained that it is for production work who does research about the award winners. This production staff writes about them which are used for print publications, press releases and event scripting. A writer helps put that together. Lorraine Best is who we are having helped out this year, and have been so for the past three years. This is one of the two times we hire temps; the other time is during Summer Fest. The temporary hire payroll does come out of total staff budget allocated for the year.

Marechiel announced that the forms for Summer Fest vending and parade are ready. The dates for other events organized by the Chamber are also been set including, The Horse Parade, Oregon Holidays, Golf Outing, and Business Expo.

We have 114 members renewed and we're waiting for about 83 more renewals. We know there are 6 that are not renewing. More than a dozen members already signed up to be sponsors of various events with their member renewal, which means we have better cash flow and we minimize asking members several times during the year. It also means members and the chamber staff can plan ahead of time and are promoted earlier. Jason Johns asked about non renewing members, who they are and reason they gave. Searl Electric will not renew, no reason is given. Marechiel sent an email, they have not responded. Jason Johns mentioned the need to do an RFP to decide who gets electrical

contract for Summer Fest, since Searl has done it in the past. Members get preferred treatment. This issue will be discussed at the next Summer Fest meeting (within the next week or two). This week Marechiel and staff are making calls to the un-renewed members. The discussion about non-renewing members was deferred. The Membership Relations Committee has been tasked to come up with a recommendation in the next board meeting.

On the issue of Audit. Our By-laws state that we need to have an audit each year. We have not done one in over two decades. Marechiel asked other chambers, and they said they don't do this either. Marechiel talked to Judy Knutson, Marty Verhelst, and Renee Ackerman – who have been involved with the chamber's accounting. Dave Mastos talked about the fact that we cannot afford to do an audit. We could remove it from the By-laws, or re-word to clarify what an audit means exactly. Barb Mulcahy said we should remove the treasurer from signature cards, because this person also reconciles the statements. Jason Johns said at the VFW, every quarter they review financial records together. There you cannot be an officer and a trustee at the same time. Steve Peotter said we could do an internal annual audit. Marechiel Santos-Lang said she writes all the checks and an officer signs them President, Vice-President, Secretary or Treasurer. Dave Mastos said most times these are printed from our Quick Books software, and are very rarely would there be a handwritten check. Dave added the concern that sometimes it's hard to find signers. Barb Mulcahy mentioned that she and Erin Kaether (secretary) are both in town. Dave Mastos said maybe we could give reports to finance committee on a quarterly basis. Barb Mulcahy would like to see a proposal to fulfill this audit that is stipulated in our bylaws. She further recommends that Dave Mastos not be a signer since he also serves as Treasurer. Steve Peotter said an alternative would be that someone other than Dave reconciles the books. Marechiel Santos-Lang reiterated that we need to look at the By-laws and see if we're comfortable with it, if not, we should reword it. The next meeting agenda will include a recommendation from finance committee which is lead by Dave Mastos.

Follow up from January Board Meeting: Insurance Policy Coverage: Dave Mastos spoke with Charlie Hagstrom, our insurance agent. He presented a print out of the indemnification clause found in the Chamber by-Laws. A discussion followed. Dave Mastos has been tasked to share the chamber By-laws with Charlie. Dave is also expected to get a copy of our insurance policy to share with the board. The board wants to know what insurance coverage we have. Dave is expected to share a bullet points list of our coverage.

Follow up from January Board Meeting on Chamber space donated by Jerry Luebke: Steve Peotter talked to Jerry about the status of the verbal lease at Oregon Community Bank and Trust. Steve mentioned that Jerry seems to mind that a written agreement needs to be in place. Barb Mulcahy and Jerod Bennet said they would like to see a written agreement is in place. Jason suggested a lease for \$1 a month. Steve will talk with Jerry again. There was a discussion about why a lease is important or unimportant. Steve approached meeting with Jerry as “do YOU want us to have a lease?” Barb Mulcahy thinks there should be a lease in place. Jerod Bennet said we should at least exercise the option to have a lease.

Social Media Ad Hoc Committee Presentation & Discussion: Erin Kaether presented the ideas from the Social Media Ad Hoc Committee meeting. SEE one-page outline. Jason Johns suggested that if the updates are done by staff, this should not exceed 5% of staff time each day. Jason said we should contact the Fitchburg Chamber to see how they're doing social media. Steve asked whether the Executive Director should send e-alert to get other members involved, if interested. The board agreed that the Oregon chamber should go ahead and establish our social media presence with the

understanding that policies will be set in place and we will find out more about how other chamber are running theirs.

Update on Oregon Signs by Marechiel Santos-Lang.

- Billboard on Highway 138. Adams advertising is putting together an official document, which will go to planning commission by April 1. Then to village board meeting April 19. Marechiel invites any board member interested to join her at these meetings.
- Sign on North Main Street (McDonalds). The Village of Oregon has budgeted to provide the easement for that property. The Oregon Boosters club is willing to fund-raise and put the sign up. Jeff McCarthy suggested a lit sign.
- Sign on MM (Foxboro). The Oregon Movers & Shakers group is willing to refurbish this sign. Jason Johns said we need clarification on what they want to do to with it, whether they are just restoring, or if they're changing some wordings. He emphasized that whatever the group does is going to reflect on us so we want to make sure that the group is doing something that our board approves.

Committees Review & Goal Setting: The Committee members list and Members list to Date was distributed. The article on “Advantages & Potential Disadvantages of Non-Profit Board Committees from Steve Peotter was also distributed. Marechiel Santos-Lang also pointed out to the Committee Description template and discussed the need to set goals.

The committee then reviewed the committee list and decided with committees to merge, purge and continue.

Steve Peotter noted that most effective committees seem to be the event-based ones. Finance is the most active “other” committee. Jason Johns said most of the committee work gets done in board meetings; he recommends that we not continue in this way. Barb Mulcahy said the Finance committee needs to stay. Everyone agreed. Jerod says the Volunteering Committee is needed because we need to have more volunteers and more involvement from our members. This committee would make efforts to get more involvement. Jason Johns said that each event committee takes care of getting volunteers for each event. Barb Mulcahy said event committees need to be more proactive with the volunteers. Steve Peotter had the board vote on whether we have a Volunteer Committee or not: Jerod voted yes, everyone else voted no. We will no longer have a Volunteer Committee.

Jason Johns said government relations committee is not necessary because Marechiel does that and the board can support/assist. He suggested that this function of Government Relations be added to economic development & tourism committee. All board members agreed.

Barb Mulcahy said we don't need a Marketing Committee because that is what the whole chamber does. She added the event committees can do this as well. Bard recommended that the Marketing Committee be merged with the Member Relations committee. All board members agreed.

Erika Weidler wants to keep Economic Development Committee because it's good that people see that we have a group that advances the continuous development of Oregon. All board members agreed.

Jason Johns said we don't need a Personnel Committee unless we're hiring. We could do an Ad-Hoc when the need arises. This doesn't need to be a standing committee. Steve Peotter said it should be the board president, vice-president, and someone else appointed by the board that fulfills the human resources requirements of the chamber. The three-person committee doesn't need to be open to members. Jason Johns agreed, since we have to review the Executive Director's performance yearly anyway. Jason Johns says he will stay on the committee. Steve Peotter and Barb Mulcahy agreed.

Barb Mulcahy said the Member Relations Committee could go, because it's the responsibility of all members. Jason Johns asked where members with a grievance would go. Marechiel said, "To the board." Dave Mastos mentioned he loves going out and walking in to businesses and visiting with other members. Marechiel said that Member Relations is very important, that it's too big of a task, and it's too broad to assign to a small committee not to purge all together. Yes, she does that herself, but there are other members that can too. She also noted that it would be nice if we have another committee to break down into member Retention and Recruitment and within that committee, have members separate so that some do Retention, and some do Recruitment. Jason Johns agreed with Barb Mulcahy that the board is the Member Relations Committee. We do that every month, he says. Jason Johns asked Marechiel "How do you see that committee going above and beyond what board is already doing?" Marechiel said, "By proactively pursuing new members, and making sure our member relationship is good." Jason Johns further asked how we do that other than what we're already doing." Jerod Bennett said he is on the Member Relations Committee, and they never had a meeting. Members are signed up, but they don't meet, he added. Erika Weidler volunteered to chair the Member Relations committee. Jerod Bennett agreed to co-chair. They will come back to us next month to say more about what the "Member Relations Committee" means. Marechiel will work with them on this.

The chamber board has agreed to keep the following committees: Finance, Economic Development, Personnel, Membership Relations, and all event committees including Annual Dinner, Business Expo, Golf Outing, Oregon Holidays and Summer Fest.

Jason Johns said we need to check our By-laws to see what if any committees we are required to have. Barb Mulcahy and Jerod Bennett are leading the Summer Fest planning meetings. Erin Kaether, Erika Weidler, and Jeff McCarthy are also on committee. The rest of the board is expected to be helping out on-site during the four day festival. The committee will invite everyone in the Summer Fest meetings.

Announcements & Schedule. There was a discussion about scheduling for WMCC Talk on State of Wisconsin Chamber. Marechiel Santos-Lang will send out a polling survey to determine board availability. The March Membership Meeting will be on Thursday, March 18, 7:30AM-9AM featuring the State of the Village of Oregon and will be held at the State Bank of Cross Plains.

The meeting was adjourned at 10:44 AM.

Meeting Minutes Taken by Erin Kaether.