

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
October 12, 2016

Directors present: Sarah Livermore, Larry Hoppe, Lindsay Spitzer, Melanie Pederson, Tammy Paulus, Sharon Spahr, Richard Tolzman, Sue Hummel, Chris Petersen, Jim Riley, Aaron Engel, Renee Brenengen and Tristen Graves.

Directors absent: Lori Severson, Mark Hansen, and Kim Gorka.

Members Present: John Graf and Amy Brenengen.

A quorum was declared and the meeting was called to order at 7:34 am by President Sarah Livermore.

Secretary's Report:

Lindsay S. made a motion to accept the September meeting minutes. The motion carried.

Treasurer's Report:

The September treasurer's report was distributed via email prior to the meeting by Lindsay S. A motion was made by Sue H. to accept the treasurer's report. The motion carried.

The following bills were presented:

\$94.00 to U.S. Postal Service for postage

\$75.00 to Elmaro Vineyard for annual meeting

\$60.00 to Market America W for website

\$36.49 to US Cellular for telephone

\$ 211.00 to Laser Products of America LLC for bicycle securing station

\$550.00 to Renaissance Breads for Apple Affair food

\$219.54 to Renee Brenengen for Apple Affair miscellaneous

\$283.59 to Graf Media for Apple Affair advertising (flyers, posters, food order sheets)

\$705.00 to Graf Media for Apple Affair advertising (front page & thank you ads)

\$30.00 to Acuity for liability insurance

\$158.25 to WKBT TV for Apple Affair advertising

\$200.00 to WHTL for Apple Affair advertising

\$98.12 to The Frame Gallery for Apple Affair button display

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\$1487.65 to Tom's Tent Rentals (Apple Affair equipment rental)

\$24.75 to News Publishing for City Wide Rummage Sale ads

\$264.00 to News Publishing for Apple Affair ads

\$71.00 to Hilltopper Refuse for refuse (Apple Affair equipment rental)

\$255.00 to Arcade Pumping Service (Apple Affair equipment rental)

Renee B. made a motion to approve these invoices for payment: Gordy's Market invoice up to \$2,118 and the Suburban Propane invoice for up to \$313.12. When these 2 vendors have issued credits for items returned, the treasurer will send payment. The actual expenditure will be reported at the next meeting. The motion carried.

Committee Reports:

Organization & Membership:

Verbal discussion at the meeting noted that the annual meeting committee reports are due to Melanie P., the secretary, by October 20, 2016. The annual meeting will be held at Elmaro Vineyard in Trempealeau on October 25, 2016 starting at 6:00 p.m. There is no charge for the annual meeting this year and it is expected to last until 8:30 p.m. The Chamber will provide appetizers. Sharon Spahr, Mark Hansen, Lori Severson and Sue Hummel have agreed to serve on the Chamber for another term. Their names will appear on the ballot at the annual meeting. We will need one more director for the 3-year term beginning 2017.

Promotion & Tourism:

Renee B. provided a report for the Promotion & Tourism committee which was distributed to all Chamber members via email prior to the meeting. Discussion noted that schedule conflicts have caused the committee's next meeting to be canceled and a new date is unconfirmed. Renee does not plan to coordinate Apple Affair after 2017. A suggestion was made that if the Apple Affair Committee electronically shared a list of the activities needing coordination and we could all assist in finding volunteers are needed for this event. . The Bike Tour went well and great feedback was noted by several people present.

Sarah L. provided a report for the website which was distributed to all Chamber members via email prior to the meeting. There were 33,216 hits to the website during the month of September. Our newly created Apple Affair Facebook page was also noted.

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Economic Revitalization & Development:

Sharon S. verbally reported that Traci Stoner has confirmed the option of offering seasonal “pop-up” shops to help fill her vacant building that she recently purchased. At this time, the hotel is still pending.

Agri-Business:

Richard T. provided a report for the Agri-Business committee which was distributed to all Chamber members via email prior to the meeting. Richard encourages anyone to volunteer and setup the canopy during farmer’s market as it draws positive attention to the Chamber. Sarah L. noted that a winter market has been requested and we are looking for a location (one possibility is inside Building on the Corner). Vendors could sell home-made items including crafts, baked goods, salsa, jams, etc. in addition to fall produce.

Historic Preservation, Beautification & Design:

Sue H. asked John G. for an update on the swinging bridge. John G. noted an engineering, architectural and planning company out of La Crosse, is presenting information on the swinging bridge at the City of Galesville meeting on October 12, 2016. Amy B. suggested that John G or the City could check into how WISCOR may be able to help with this issue. Chris P. commented that WISCOR may help with the High Cliff trail that connects to the swinging bridge. John G. reminded us it is the insurance company who needs a structural report and that is why Jay Wheaton of Mead & Hunt has been invited to speak.

Chris P. noted that more than 100 people were at Old Main during Apple Affair. Sue H. noted that the Arnold House sold 50 pasta diners which depleted their supply. The Arnold House received positive feedback of display and tours during Apple Affair. The bus providing transportation from attraction to attraction was liked.

Jim R. noted a concert in Winona on November 6, 2016 to support Gale Star. He anticipates this should connect local churches and universities to help bring people to Old Main in Galesville. Chris P. noted the variety of styles in music and artwork being presented at Old Main along with an upcoming genealogy presentation.

Sue H. noted that the Arnold House will be having a Christmas open house on November 19, 2016 with food and Christmas decorations. Also on October 22, 2016 the Arnold House is having a Spooktacular pasta dinner with Halloween décor.

Chris P. reported that signage plans are still on the agenda as approved funds are available with the Chamber. He noted that the Arnold House has not made a request to the Historic Preservation, Beautification & Design committee for signage. Chris P. hopes to have

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signage images available at the next meeting. Chris P. reported that Founder's Day is still planned for June. He requested feedback on what weekend works for our community. Chris would like to incorporate other attractions such as a 5K. Please share your ideas with him.

Tammy P. made a motion to approve all committee reports. The motion carried.

Old Business:

- a. Bike Racks: Sarah L. asked about the bicycle securing stations that were donated by local business and the Chamber which we wanted installed prior to Apple Affair. She asked why they had not been installed at the locations approved by the City Council in September. Melanie noted that she and Todd Peterson, Public Works Director for City of Galesville employee had agreed on downtown locations for the four bicycle securing stations. John G. stated that he told Todd P. about his concerns for those approved locations and asked for feedback on alternate locations. Aaron E. and Sharon S. expressed they prefer them to be downtown. Sarah L. expressed that the bicycle securing station donated by the Chamber should be located near the Van Slyke statue to help represent a bicycle friendly community. Melanie P, John G and Todd P will all meet together to agree on installation locations.

New Business:

- a. City Council Liaison update – Sarah L. reported that the next city council meeting is tomorrow night at 7 p.m. The meeting will be held at the Library Community Room. One of the items on the agenda and an area of concern to the chamber is the future of our swinging bridge. This meeting is open to the public and you are welcome to attend.

Correspondence:

- a. A thank you was received from Communities Off n' Funning.

REMINDER TO ALL COMMITTEE CHAIRS: Your 2017 Budget should be submitted to the treasurer by our next meeting – November 9th.

The meeting was adjourned 8:52 a.m. Motion made by Tammy P. Motion carried.

Our next meeting is Wednesday, November 9, 2016 at 7:30 am at the Library Community Room.

Submitted by,
Melanie Pederson, Secretary