

Galesville Area Chamber of Commerce  
Future Minded Historically Proud

Board of Directors Meeting Minutes  
November 14, 2018 (approved 12.12.18)

---

**Directors present:** Richard Tolzman, Sharon Spahr, Sarah Livermore, Rhea Hogden, Melanie Pederson, Lori Meinking, Lindsey Spitzer, Aaron Engel, Jacob Haupt, Christine Otzelberger and Jim Riley.

**Directors absent:** Danielle Todd, Garet Koxlien and Lori Severson.

**Members Present:** Jackie Stedman and Heather Heineman (Randy's Neighborhood Market).

A quorum was declared and the meeting was called to order at 7:35 a.m. by President Sarah Livermore. Sharon Spahr agreed to act as interim secretary.

**Secretary's Report:**

October minutes were reviewed. Lindsay S. made a motion to accept the minutes as printed which was seconded by Lori M. The motion carried on a unanimous voice vote.

**Treasurer's Report:**

The October treasurer's report was distributed via email prior to the meeting by Lori Meinking. A motion to accept the treasurer's report was made by Chris O. and seconded by Jacob H. The motion carried on a unanimous voice vote. The treasurer has received 2019 budget requests from each of the Committee Chairs. Once these are compiled the budget will be sent to the Executive Board to be reviewed before presented to the full chamber board.

**Approval of Invoices:**

The following invoices were presented:

\$60 to MA Web Centers; \$37.25 to US Cellular for chamber cellphone service; \$97.97 + \$37.67 to Graf Media for Chamber envelopes; \$30 to A.A. Arnold House for meeting expense; \$5242.72 for Apple Affair expenses.

A motion was made by Lindsay S. and seconded by Melanie P. to approve the payment of invoices. The motion carried on a unanimous voice vote.

**Committee Reports:**

**Organization & Membership:**

The following were voted in at our annual meeting to serve a 3-year term on the Board of Directors beginning January 2019: Aaron Engel, Jackie Stedman, Sue Kundy and Tammy Paulus. We have one more directorship position to fill. We are also looking for a high school student to replace Tristen Graves who graduated this year.

Galesville Area Chamber of Commerce  
Future Minded Historically Proud

Board of Directors Meeting Minutes  
November 14, 2018 (approved 12.12.18)

---

**Promotion & Tourism:**

Three members of the Apple Affair Committee attended the Trempealeau County Fair Board meeting in Whitehall on November 12<sup>th</sup>. A formal proposal was made to reserve the Trempealeau County Fairgrounds for our 37<sup>th</sup> annual Apple Affair to be held on October 5, 2019. We are still gathering the numbers from the 36<sup>th</sup> annual Apple Affair. No final report is available yet. The After Glow meeting will most likely be held sometime in January.

Small Business Saturday is November 24<sup>th</sup>. The Chamber is sponsoring a banner ad in the Trempealeau County Times/Arrow Shopper. We have also received a box of promotional items from American Express to help us promote our neighborhood event.

A subcommittee is being formed to update our brochure for the Chamber. It is being envisioned as a combination of our “red” brochure and the annual business directory brochure. By making the business directory an insert, we can minimize becoming obsolete as soon as it is published. We would also like to have a digital copy available on the website. Sharon S. and Jacob H. have agreed to be part of the subcommittee.

Website Report: There were 17,707 hits to the website in October.

**Agri-Business:**

Our 2019 Farmers Market will need a new chair as Richard T. is retiring. A question was raised as to whether or not this should be a paid position. Richard strongly recommends the chair should be a chamber board member. Melanie P. volunteered to take on this role for next year to help with the transition.

**Economic Revitalization & Development:** No written report, however, Sharon Spahr, Chair, provided an update that the renovation for Heritage Sausages is taking longer than anticipated. They will be open for deer processing and the retail will open late. The committee continues to work with 4 area businesses who are transitioning.

Our next Business After 5 event will be on Wednesday, November 28<sup>th</sup>. It is being jointly hosted by Edward Jones (Sue Kundy) and Studio 6 Beauty & Barber (Brenda Sannes). Please contact Rhea H. if your business would like to host a BA5 event. February 27 and March 27 are open dates.

**Historic Preservation, Beautification & Design:**

No written report. Our current chair, Chris Petersen, will be stepping away from his board duties. We wish him well and thank him for his enthusiastic dedication and hard work. Christine Otzelberger has agreed to serve as the Chair.

It was noted by Lori M. that it would be helpful if each Committee Chair would prepare a calendar task list to pass on to their replacement so nothing falls through the cracks. A motion was made by

Galesville Area Chamber of Commerce  
Future Minded Historically Proud

Board of Directors Meeting Minutes  
November 14, 2018 (approved 12.12.18)

---

Lori M. and seconded by Lindsay S. to accept all Committee reports. The motion carried on a unanimous voice vote.

**Correspondence** – A thank you was received from Communities Off n’ Funning for our help with the Apple Affair Bike Tour.

**Old Business** – One Sarah L. will initiate the process of bringing back Julie Fox, NW Regional Tourism Expert from Wisconsin Department of Tourism to offer a joint spring training with other chambers in our area.

**New Business** –

Aaron E. advised the survey about building a Performing Arts Center has gone out. The cost would be \$9.8 million over 20 years which amounts to a \$7 increase per \$100K of valuation. The surveys are due by November 21<sup>st</sup>.

Melanie P. is encouraging the chamber board to start a conversation about the inadequate parking for our downtown business district.

**Announcements:**

- November 17<sup>th</sup> – Holiday Open Houses
- November 24<sup>th</sup> – Small Business Saturday
- November 28<sup>th</sup> – Business After 5 hosted by Edward Jones/Studio 6 Beauty & Barber
- December 1<sup>st</sup> – Christmas at the Piano at Old Main
- December 7<sup>th</sup> & 8<sup>th</sup> – Victorian Dinner at A.A. Arnold House
- December 8<sup>th</sup> – Christmas Variety Show at Old Main

Our next monthly Chamber meeting will be on Wednesday, December 12th, 2018 at 7:30 a.m. at the Galesville Library Community Room.

A motion was made by Lori M. and seconded by Rhea H. to adjourn. The motion carried on a unanimous voice vote. The meeting was adjourned at 8:54 a.m.

Respectfully submitted by,  
Sharon Spahr & Sarah Livermore