

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
December 14, 2016

Directors present: Sarah Livermore, Lindsay Spitzer, Melanie Pederson, Tammy Paulus, Sharon Spahr, Richard Tolzman, Chris Petersen, Jim Riley, Aaron Engel and Mark Hansen.

Directors absent: Larry Hoppe, Renee Brenengen, Tristen Graves, Kim Gorka, Lori Severson, and Sue Hummel.

Members Present: John Graf (Graf Media) and Butch Halama (WHTL).

A quorum was declared and the meeting was called to order at 7:36 am by President Sarah Livermore.

Secretary's Report:

Aaron E made a motion to accept the November meeting minutes. The motion carried.

Treasurer's Report:

The November treasurer's report was distributed via email prior to the meeting by Lindsay S.

A motion was made by Sharon S to accept the treasurer's report. The motion carried.

The following bills were presented:

\$60.00	Market America Webcenters for website
\$99.00	News Publishing for Small Business Saturday advertisements
\$40.00	Sharon Spahr for answering phone
\$36.51	US Cellular for telephone
\$1,229.64	Sharon Spahr for reimbursement of investors meeting expenses 11/15/16

Tammy P made a motion to approve these invoices. The motion carried.

Committee Reports:

Organization & Membership:

Verbal discussion at the meeting noted that preparations are being made to mail the 2017 membership dues letter. Sarah L made a recommendation to increase fees which would still allow 120 days for payment. This makes publishing the directory in April or May difficult. Discussion noted the trifold red flyer still needs updating which will be addressed by the

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Promotion & Tourism Committee. Butch provided examples of membership dues involved with being a part of other local Chambers and recommended a larger increase. To show membership benefits, Chris P recommended the Chamber advertise the items that we coordinate such as flowers downtown, farmers market, bike racks, etc. Jim R said the Chamber should be more active with handing out the directory of chamber members. Lindsay, Chris and Aaron noted they search online rather than referring to brochures or yellow pages for information. Keeping paper copies may be a thing of the past. Sharon S noted she prefers a soft increase in the membership dues. Sarah L made a motion to change the annual Galesville Area Chamber of Commerce membership dues to \$75 for a business plus \$25 for a website link, \$45 for a non-profit plus \$25 for a website, and \$20 for an individual. All approved this motion. The bottom line is there will be no increase in membership dues for individuals or for members who choose to have a web link.

Promotion & Tourism:

The Promotion & Tourism committee did not meet.

Sarah L provided a verbal report for the website which noted more than 8,000 hits during November with the walking tour being popular. The Facebook page is set up.

Economic Revitalization & Development:

Sharon S noted the investors reception meeting was well attended and the creation of a limited liability corporation before the end of 2016 is expected. The investors will choose the location and hope to break ground in April 2017. Sarah made a motion to reimburse Sharon S \$1,229.64 for expenses (ads, food and room rental) related to this event. Sharon abstained from the vote. The motion carried. John G said that he really appreciates all of Sharon's efforts for this AmericInn. Mark H noted that an organic clothing store is moving into the building on the corner of West Gale Avenue and Main Street owned by Traci Stoner. John and Angela, the business owners, will offer a variety of products in a retail space on West Gale Avenue. Mark H is going to invite them to the next Chamber meeting.

Agri-Business:

Richard T. verbally reported that he continually looks for free advertising options. He encourages everyone to check out Google MAPS to help promote our community. A winter farmers market has not yet been coordinated. Sarah would like to hear feedback from anyone who gets the chance to visit a winter farmers market in another locale.

Historic Preservation, Beautification & Design:

The Historic Preservation, Beautification & Design committee did not meet. Chris P is

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hoping to work with Sunset Gardens to add beautification to Galesville's main entrances. Jim R noted ballroom dancing classes starting on January 10 at Old Main, and anyone interested should contact Diane Thatcher. Jim R noted that discussion in the Executive Committee meeting indicated that if the Chamber were to sponsor donations towards Founders Day they should be applied to something that unites several locations within the community such as a trolley. Chris P said he needs to discuss further plans with Arnold House and Old Main. Lindsay noted if the Chamber takes over Founders Day, all the income and expenses should go through the Chamber books. Chris noted Old Main would like to see the Chamber sponsoring more events for the community. Sarah indicated that the Promo & Tourism committee is already overloaded and not in a position to take on and organize a Founders Day. Perhaps another ad hoc committee could be formed. Chris expressed that he would like ideas for establishing a permanent date for Founders Day. Butch suggested to select a date carefully by considering neighboring community activities and then stick with your decision as there will always to be competition on any date chosen.

As an addition to the agenda, discussion progressed to the 2017 Budget. Lindsay provided a spreadsheet that shows 2014, 2015, 2016 and 2017. Each committee provided a preliminary budget which was approved by the Executive Committee with the exception of \$175 for a possible Career Day expo at the high school. Aaron E was able to shed some light on this expo: the business teacher runs a Reality Day for juniors and seniors at the Gale-Ettrick-Trempealeau High School where the students are given a scenario, and need to figure out what the scenario costs in "the real world" within a two hour time limit by collecting information from participating area businesses.

Once committee annual budgets have been approved by the full board, the chair of a committee does not need to seek board permission for the expenditure if it is within their approved annual budget. However, a committee chair can bring a motion for additional resources at any time during the year. This request will require approval by the full Board of Directors.

Jim R made a motion to approve all committee reports. The motion carried.

Old Business:

- a. Council Liaison update – Sarah L noted that funds were approved by the City of Galesville to have Mead & Hunt research a swinging bridge. After a few questions, John G noted that only a swinging bridge is being looked into at this time. Richard T noted that the school is looking for input on the future of the swimming pool. He thought the Chamber may like to support this in some way. Aaron E noted that the current pool was built in 1963. Aaron E would like to gather a meeting of

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representatives such as local municipalities and the Chamber to encourage efforts for establishing a new pool. Lindsay suggested asking the bank for support.

New Business:

- a. 2017 Budget – noted previously

Correspondence:

- a. Thank you card from the Craft Barn

The meeting was adjourned at 8:35 a.m. Motion made by Sarah L. Motion carried.

Our next meeting will be held on Wednesday, January 11, 2017 at 7:30 am at the Library Community Room.

Submitted by
Melanie Pederson, Secretary