

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting Minutes
February 8, 2017

Directors present: Sarah Livermore, Melanie Pederson, Lindsay Spitzer, Lori Meinking, Richard Tolzman, Jim Riley, Sue Hummel, Sharon Spahr, Tristen Graves, Aaron Engel, Chris Petersen

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

Members Present: John Graf - Graf Media, Butch Halama - WHTL Radio, Chris Otzelberger - Arnold House and Central Builders, Paula Gold and Amy Brenengen - Communities Off n' Funning, Sue Kundy - Edward Jones Galesville, Jeni Sanchez - Arrow Shopper.

A quorum was declared and the meeting was called to order at 7:35 am by President Sarah Livermore.

Correspondence

There was no correspondence

Secretary's Report:

There was no Secretary's Report.

Treasurer's Report:

The January treasurer's report was distributed via email prior to the meeting by Lori Meinking.

A motion was made by Lindsay S. and seconded by Tristen G. to accept the treasurer's report. The motion carried on a unanimous voice vote.

Approval of Invoices:

The following bills were presented:

| | |
|-------------|---|
| \$80.00 | Sharon Spahr for answering phone |
| \$36.67 | US Cellular for telephone |
| \$60.00 | Internet services |
| \$68.92 | Sarah Livermore for Membership supplies |
| Up to \$600 | For Chamber storage on W. Mill Rd. |

A motion was made by Sue H. and seconded by Richard T. to approve the payment of invoices. The motion carried on a unanimous voice vote.

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Committee Reports:

Organization & Membership:

Sarah L. indicated that the Chamber is getting close to the 100 member mark. Application/Renewals are going out.

Promotion & Tourism:

No chair for this Committee at this point.

Sarah L. provided a verbal report for the website which noted that January is a slow month ~4,000 hits to the website with continued viewer interest in minutes, members, and the walking tour.

Economic Revitalization & Development:

Sharon S. indicated that the GIDC loan to Peanuts Toy Barn has been paid in full. Also that final negotiations for land purchase for the AmericInn have started. The person who conducted the hotel feasibility study indicated that, "There is a civic pride and eagerness in Galesville" he hasn't seen elsewhere.

Agri-Business:

Richard T. reported on an educational workshop opportunity offered through the UW Extension. The two seminars are \$10 each. Richard T. asked for approval to be reimbursed for attendance. A motion was made by Sarah L. and seconded by Lindsey S. to approve reimbursement to Richard T. for the \$20.00 cost of attendance of the UW Extension seminars. The motion carried on a unanimous voice vote.

Historic Preservation, Beautification & Design:

Chris P. gave an oral report. There is a continued effort to develop something for Founders Day downtown which is the third Saturday in June. There is an effort to develop a plan where community folks and organizations put on the events rather than the chamber taking on full responsibility. A network for the event is ideal.

Beautification for entry points is being pursued for the summer and beyond. The Committee is meeting with Sunset Gardens and also with the City for what areas to beautify and what is feasible. There may be a future request for funds from the Chamber and for donations.

There is no significant update on the swinging bridge.

The Van Slyke statue was built from funds received by two original donors. There are two stages to a statue necessary to make it permanent – the structure (statue) and the casting.

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These originally cost \$15,000 each. The statue was built but the casting was never done. The concern is that unless the casting is done, the lifespan of the statue is limited and will rust out in the near future. The casting will preserve the statue for 100 years. There is a paint technique that can preserve the statue for five or more and costs \$7,500. The Committee is looking to draw more attention to the issue and drive funding for the cost of casting.

There is a lot going on at the Old Main campus. There is a rebranding of Old Main with a larger focus on history, genealogy, history in schools, and a greater connection with arts in schools to include a possible art contest that could lead to the poster for Founders Day. Old Main has a new logo which you will see on brochures and potentially municipal signs in the near future. For Founders Day there are activities in the afternoon and a trolley ride. Alex Wegner who organizes the summer concert series is working on providing two shows that day – a family friendly one in the afternoon and another show in the evening. AA Arnold House – There is an effort to plan activities to start there on Founders Day which would end downtown.

A motion was made by Chris P. and seconded by Sharon S. to accept the Committee reports. The motion carried on a unanimous voice vote.

Butch Halama presented on a possible advertisement opportunity. The radio could broadcast from downtown Galesville with commercials, promos and drops during the “live” broadcast. The cost for option #1 would be \$300 and option #2 would be \$400. A decision would need to be made at least two weeks in advance of the date of the broadcast. April and May would be good months to do the broadcast.

Old Business:

Council Liaison update – Sarah L. asked John G. about the swinging bridge. Engineers indicate the price is very large to replace the bridge as it is. An update will be given to the city in the next month. The path was also discussed as it is currently obstructed by two large boulders. A company may come out in spring to look at the cost of removing them. Brookes Implement has temporarily relocated to the steel building near the site of the new City shop.

Elect a Secretary

Looking for an individual interested in filling the Chamber Secretary position.

Strategic Planning

Aaron E. offered to lead a strategic planning process for the Chamber. He presented on options for moving forward with discussion from the members present. He will present a plan in two weeks to Sarah L. who will distribute it amongst the Directors. The goal would be to use the proposed Spring

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membership event to help build the strategic plan with a completed plan ready for presentation at the Annual Meeting in October.

New Business:

- a. Communities Off n' Funning presented on their advertising strategy for the upcoming year. They indicated that their sponsors would be prominently displayed on their advertising cards. The Chamber will revisit the group at the March meeting.
- b. Committee sign up. Please sign up for committees.
- c. Old Main – Jim R. presented on events going on at Old Main.
- d. Arnold House – Chris O. spoke about the Sweetheart Dinner event at the Arnold House on February 10th & 11th.
- e. Swimming Pool Task Force – Meeting on February 20th at 7:00 p.m. in the High School Library.
- f. Sharon S. son needs a rural farm due to relocation.
- g. Please allow 5 minutes at the end of each Chamber meeting for upcoming event announcements.

Motion was made by Aaron E. and seconded by Lindsey S. to adjourn. The motion carried on a unanimous voice vote. The meeting was adjourned at 8:45 a.m.

Our next meeting will be held on Wednesday, March 8, 2017 at 7:30 a.m. at the Galesville Library Community Room.

Submitted by
Aaron Engel, Interim Secretary