

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting Minutes
March 8, 2017

Directors present: Sarah Livermore, Lori Meinking, Richard Tolzman, Jim Riley, Susan Hummel, Sharon Spahr, Aaron Engel, Chris Petersen, Lori Severson, Mark Hansen, Tammy Paulus.

Directors absent: Melanie Pederson, Lindsay Spitzer, Tristen Graves,

Members Present: John Graf - Graf Media, Butch Halama - WHTL Radio, Amy Brenengen - Communities Off n' Funning

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:

A motion was made by Chris P. and seconded by Lori S. to approve the minutes from January 11. The motion carried on a unanimous voice vote.

A motion was made by Jim R. and seconded by Aaron E. to approve the minutes from February 8 with a change to Sarah Livermore's name. The motion carried on a unanimous voice vote.

Treasurer's Report:

It was noted that the 2017 budget had not been approved in January. A motion was made by Jim R. and seconded by Aaron E. to approve the 2017 budget. The motion carried on a unanimous voice vote.

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

A motion was made by Tammy P. and seconded by Mark H. to accept the treasurer's report. The motion carried on a unanimous voice vote.

Approval of Invoices:

The following bills were presented:

\$60 to MA Web Centers, \$36.67 to US Cellular, \$52 to USPS (for PO box rental), \$80 for 2 months of phone answering service, \$20 reimbursement for seminar attended by Richard Tolzman and \$600 for storage rental.

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

Committee Reports:

Economic Revitalization & Development:

No meeting since last month. Melanie Pederson is requesting to go to an economic indicators meeting at UWL. It is \$25 for general admission or \$28 with parking. This has been budgeted as a part of their budget request so no approval is needed at the Board level. Melanie should report back after the meeting to the Board (written and verbal).

Organization & Membership:

Sarah L. indicated we have received 49 2017 memberships so far. Second notices will be distributed after March 20th.

Promotion & Tourism:

Meeting Report – No chair currently, so no meeting was held.

Butch Halama from the radio station reminded the Board of the possible promotion for Shop Galesville Day – Need to know four weeks out in order to get it done well.

Website Report – none this month.

Agri-Business:

Educational workshop feedback – It was money and time well spent. There were about a dozen participants with experienced vendors. Picked up pamphlets and brochures. Some of the topics covered included: food share, farming techniques, primarily about marketing. Tips for our vendors - quality products, clean, no seconds, sales area with canopy, sales tips – “display high it will fly”, making use of vertical space, no price fixing/no undercutting, signage tips, no smoking, no eating, no radios, give customers full attention, if you sell by volume – prepackage, field workers come appropriate for the event, food information, cash record keeping. Benefits to a community is it adds to the cultural fabric.

Appearance by chamber members regularly is a boon. The Chamber’s booth should be represented, not just present.

Next committee meeting is April 4 for the Farmers Market.

For the farmers market, consider weekday afternoons as opposed to Saturday morning – maybe more traffic, with different individuals able to attend. Whitehall has had better business on Friday afternoons. Perhaps a trial run for a Friday afternoon market during Founders Day event. Founders Day – Nothing currently on the books for Friday for

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Founders Day, but sounds interesting – maybe a Friday night activities in the square – meet, greet and grow Galesville event. Richard T. and Chris P. will coordinate on Founders Day Friday night. John G. mentioned that in Ellensburg, WA they have no parking during specified times on a particular street. Could consider a possible ordinance restricting parking and vehicular traffic on a particular street at farmers market times.

Historic Preservation, Beautification & Design:

Report – a written report was sent out via email.

There were no meetings this last month.

Founders Day will be the 3rd Saturday in June. Chris P. met with business people in downtown. A flea market may be a good idea. Music in the square may be nice, using the bandstand - have something going on but not too loud. Considering a nonprofit food vendor like the Lion's Club. Considering a kids' activity area and a finish line for something that is active and busy to promote health and wellness. Would like to continue the cemetery walk during Founders Day. The trouble is finding someone with ambition and time to implement it. Need a script and to get someone to coordinate.

Old Main – there is a strong connection with universities, folks with doctorates performing. Need city approval for directional signs (not on the highway). Need to work with the State on highway directional signs.

City entry points – Coordinating with the city for landscaping.

Swinging bridge report – The item is on the city council agenda. An engineer is coming to discuss scope and the projected price tag for a swinging bridge. This would be to replace a bridge similar to what is there. The 100-year high water mark is two feet higher than current bottom of the bridge necessitating raising it. Could put a bridge over by the creamery for much less. If for some reason the bridge could not be replaced, a marker could be placed to remember the bridge.

Lake dredging. Lake Marinuka district is working on issues including a possible silt trap. Many questions remain regarding projects and long-range planning. Could you drain the lake to clean it out? Does the area need more green space? A beach? Working with DNR is difficult. Plan on a long process. Need to find out the process. The Chamber needs to determine how it would like to get involved.

A motion was made by Mark H. and seconded by Laura S. to accept the Committee reports. The motion carried on a unanimous voice vote.

Old Business:

- a. City Council Liaison – Sarah L. asked John G. to give an update on the swinging bridge.

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- b. Chamber secretary status – Position still needs to be filled.
- c. Strategic development plan – the process would start in April with surveys, interviews, and vision development.

New Business:

- a. There was a request from the G-E-T Junior Class Post Prom. \$200 has been donated in the past. Motion to donate \$200 to the G-E-T Junior Class Post Prom by Lori S. and seconded by Jim R. The motion carried on a unanimous voice vote.
- b. Sponsorship for Trempealeau County Agricultural Society – The Fair. The last two years the Chamber has done a booth in the merchant building. A motion was made to pay \$250 for a bronze sponsorship by Tammy P. and seconded by Jim R. The motion carried on a unanimous voice vote. Jim could be there to staff it. The Committee will address staffing closer to July.
- c. Sponsorship for Communities Off n' Funning – The Chamber has sponsored the group the last few years in support of Apple Affair bike tour and other local events. As a Gold sponsor you get a logo on paper products, t-shirts, and information in goodie bags when they return. A motion was made to sponsor Communities Off n' Funning as a Gold Sponsor for Apple Affair Bike Tour at \$500 by Tammy P. and seconded by Lori S. The motion carried on a unanimous voice vote.
- d. Kim Gorka has resigned as a Director, but will remain a chamber member. The Chamber Board now has two vacancies. One from now till the end of the year, and one through 2019.
- e. Looking for a date for the Meet, Greet & Grow Galesville event. This will be a Spring event for the Chamber. Potentially an open house on Friday afternoon and evening and all day on Saturday. West Gale Avenue businesses might like to be included. Possibly coordinate the event with the WHTL Radio promotion. Could promote Founders Day at the same time. Potentially the last weekend in April? Or the first weekend in May. Promotion and tourism will look into it.

Our next meeting will be held on Wednesday, April 12, 2017 at 7:30 a.m. at the Galesville Library Community Room.

Amy Gabay is scheduled to come from the Explore La Crosse. This may be rescheduled to May.

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

Submitted by
Aaron Engel, Interim Secretary