

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting Minutes
June 14, 2017 (approved July 12, 2017)

Directors present: Sarah Livermore, Lindsay Spitzer, Richard Tolzman, Jim Riley, Melanie Pederson, Christine Otzelberger Sharon Spahr, Lori Meinking, Chris Petersen, Tammy Paulus, Lori Severson.

Directors absent: Tristen Graves, Mark Hansen, Aaron Engel.

Members Present: Danielle Halverson – Flex Appeal Fitness, Perian Heffner – Coverra Insurance, Heidi Powell – Gundersen Health Clinic, Renee Brenengen.

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

Correspondence

Received thank you from G-E-T Junior Class of 2018 for our donation to Post Prom.

Secretary's Report:

A motion was made by Lindsay S. and seconded by Sharon S. to approve the minutes from May 10th. The motion carried on a unanimous voice vote.

Treasurer's Report:

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

A motion was made by Lindsay S. and seconded by Tammy P. 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, \$36.74 to US Cellular, \$72 to News Publishing (City-wide \$54, Farmers Market \$18), \$500 to City of Galesville for downtown flowers, \$40 to reserve Bandstand on the Square for Founders Day, \$345 for Founders Day Music, \$60.86 to Richard Tolzman for Farmers Market signage.

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

Committee Reports:

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting Minutes

June 14, 2017 (approved July 12, 2017)

Organization & Membership:

Sarah L. indicated we have received 1 new business membership (Flex Appeal Fitness) bringing our total to 75 members (61 business, 8 nonprofit, 6 individual). Thirteen businesses have not renewed and various board members have volunteered to follow up with the individual owners.

Promotion & Tourism:

Renee Brenengen provided an update on plans for Apple Affair on Oct 7th. The music is pretty well set thanks to Mary Knappen. Debbie Householder has mailed out crafter letters and the form is posted and available for download on the chamber website. The expense for buses has increased (\$888 in 2016 and the quote this year is \$1257). John Graf has agreed to publish the special edition paper. We will not sell advertising space on the posters/flyers like we did last year. We would like to run TV spots on WKBT again as well as ask Renaissance Breads & Pastries to bake the apple coffee cake to serve at breakfast. The biggest concern is the rising cost of food. Our prices have not been increased since 2012 and the Apple Affair Committee is recommending to increase the food prices by 50 cents and the drink prices by 25 cents. This change also means we need new signage made and tickets printed for 2017. The Board approved all of the recommendations out of committee. Renee also noted this will be her last year as Chair of the Apple Affair Committee and we should be looking for her replacement. Debbie Householder has indicated 2017 will be her last year to coordinate the crafter and artisan show.

Website Report – Sarah L. gave a verbal report stating there were 16,717 hits to the website in May. Among the “top ten” pages were City Wide Rummage Sale, Walking Tour and Gale Star events at Old Main.

Agri-Business:

Richard T. verbally reported that the 2017 Farmers Market is robust. All 17 of the annual sites are taken and the 8 daily sites available are oftentimes filled as well. A comment often heard is our Farmers Market is “good for business in town.” Our 100 copies of the Farmers Fresh Atlas are not yet available.

Economic Revitalization & Development:

Sharon S. provided a written report of the meeting held on June 5, 2017. The AmericInn project is still on track. At an appropriate time, a local room tax will be discussed and then brought before City Council. The chair has had the opportunity to meet with David Carlson of CIVITAS, a city planner recently contracted by the City of Galesville to help with such projects as the AmericInn. The committee has drafted new paperwork to be used by those applying for our Galesville Industrial Development Corporation Revolving Loan.

Historic Preservation, Beautification & Design:

No written report, but chair Chris P. shared more details about Founders Day to be held this

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting Minutes

June 14, 2017 (approved July 12, 2017)

coming Saturday June 17th. Chris P. made a motion to pay \$225 to Dave Kiral Band and \$120 to Ho Chunk Drummers which was seconded by Lindsay S. The motion carried. Lori S. also donated 6 gift certificates to the drummers for camping at Champions Riverside Resort.

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

A chamber member has suggested the Garden of Eden sign on Hwy 35 needs refurbishing. Renee B. will forward details to the Historic Preservation, Beautification & Design Committee about who & what has been done in the past.

Acuity Insurance sent correspondence regarding insurance coverage for Terrorism Acts. Melanie P. made a motion to purchase coverage for terrorism Acts as defined in the terrorism risk insurance act. This was seconded by Richard T. Motion carried. Perian H. suggested to put our intention to purchase this coverage in written form and submit to our insurance carrier and agent.

Announcements

There is a new refurbishing and refinishing business opening up on the lower table next to the Chamber storage unit. It is called Be Amazeful and is owned by Heidi McKeeth.

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

Motion was made by Tammy P. and seconded by Melanie P. to adjourn. The motion carried on a unanimous voice vote. The meeting was adjourned at 8:50 a.m.

Submitted by

Lori Severson, Interim Secretary