

Galesville Area Chamber of Commerce  
Future Minded Historically Proud

Board of Directors Meeting  
August 10, 2016

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Directors present: Sarah Livermore, Mark Hansen, Lindsay Spitzer, Tammy Paulus, Sharon Spahr, Richard Tolzman, Sue Hummel, Chris Petersen and Jim Riley.

Directors absent: Aaron Engel, Larry Hoppe, Melanie Pederson, Lori Severson, Renee Brenengen, Tristen Graves and Kim Gorka.

Members Present: Chuck Gauger (Trempealeau County Times).

A quorum was declared and the meeting was called to order at 8:00 am by President Sarah Livermore. Sharon S. and Sarah L. volunteered to take the minutes for today's meeting.

**Secretary's Report:**

Jim R. made a motion to accept the July meeting minutes with one correction. The motion carried.

**Treasurer's Report:**

The June treasurer's report was distributed via email prior to the meeting by Lindsay S. Tammy P. made a motion to approve the treasurer's report. The motion carried.

The following bills were presented:

\$60.00 to Market America Webcenters for website

\$36.49 to US Cellular for telephone

\$28.20 to Debbie Householder for postage to contact Apple Affair crafters

\$49.48 to News Publishing for Farmers' Market ads in July

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

**Committee Reports:**

**Organization & Membership:**

Annual meeting date has been set for Tuesday, October 25<sup>th</sup>. The event will be held at Elmaro Vineyard. The committee is working on the speaker and menu.

**Promotion & Tourism:**

Renee B. provided a report for the Promotion & Tourism committee which was distributed to all Chamber members via email prior to the meeting. See written report.

Sarah L. verbally reported 10,335 website hits during the month of July 2016.

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**Economic Revitalization & Development:**

Sharon S. reported the AmericInn project is on track. She also distributed a picture of the architectural drawing of the proposed renovation to the Galesville Dental Office designed by HRS Associates. Ursula Koxlien has contacted a member of the Economic Revitalization & Development Committee notifying them the city council has denied their request to expand on city property in a closed session on July 25<sup>th</sup>. Ursula asked for committee's assistance. After discussion, Sharon S made a motion the Chamber President write a letter of support to the City Council for the proposed addition. The motion carried in a vote of 8-0 with one abstention (by Richard Tolzman).

**Agri-Business:**

Richard T. provided the Agri-Business Committee meeting schedule through the end of 2017 which was distributed to all Chamber members via email prior to the meeting.

**Historic Preservation, Beautification & Design:**

Chair Chris Petersen provided a verbal report highlighting four areas 1) the continued work by the committee to get directional signs permitted by the state DOT, (2) the committee's recommendation to add even more flowers and color at additional entry points to welcome visitors to the city--not just around the square, (3) the desire to promote more activities in conjunction with Founder's Day usually held the 3<sup>rd</sup> weekend in June at Old Main and (4) the email report from Melanie Pederson stating the City of Galesville's Park Commission continues to postpone and reschedule a meeting to discuss the chamber's request for permission to have the city install bicycle racks welcoming our bike visitors. The next Park Commission meeting is scheduled for August 23<sup>rd</sup>. The Chamber is hoping to have our design accepted, racks manufactured, donated and then installed by the city in time for Apple Affair on October 1<sup>st</sup>.

Sue H. made a motion to approve all committee reports. The motion carried.

**Old Business:**

a. Trempealeau County Fair Booth

Sarah L. requested feedback about the chamber booth at Trempealeau County Fair from those who worked at the booth as well as those who were spectators. One suggestion was made to leave the booth "unpeopled" so as not to discourage fair goers from taking the free items offered by the chamber businesses. Tristen G., Sarah L. and Melanie P. will reassess our marketing strategy for next year's fair.

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b. Chamber Assets List

There is nothing further to report regarding compiling a list of chamber assets. Lindsay S. will print the list of assets and fixed assets. The agreement is a physical inventory should be completed by July 1, 2017. Sarah L, Sharon S., Chris P. and John G. have volunteered to help physically confirm inventory.

**New Business:**

- c. Closure of High Cliff Park and The Swinging Bridge. Sarah L., Chamber Liaison to the city informed the Board that these items are on the city council agenda for 8/11.
- d. Domain name. Lindsay S. made a motion the chamber secure an additional domain name with an .org extension at a cost not to exceed \$14.99/year. Discussion followed and it was noted galesvillewi.com is often thought to be the city website rather than the chamber website. Motion carried.
- e. Directors whose terms expire in 2016 include: Mark Hansen, Sue Hummel, Sharon Spahr, Renee Brenengen and Lori Severson. A ballot will be presented at the October Annual Meeting by the Nominating Committee for the election of five Directors each serving a 3-year term beginning January 1, 2017 and ending December 31, 2019.

**Correspondence:**

An Insurance Audit Report has been received from Acuity Insurance. It has been given to Lindsay S. to complete by September 30, 2016.

The annual report notice from the Wisconsin Department of Financial Institutions has been received. It has been given to Lindsay S. to complete by September 30, 2016.

The meeting was adjourned 8:59 a.m. Motion carried.

Our next meeting will be held on Wednesday, September 14 at 7:30 am at the Library Community Room.

Submitted by

Sarah Livermore and Sharon Spahr