

Galesville Area Chamber of Commerce  
Future Minded Historically Proud

Board of Directors Meeting Minutes  
August 9, 2017

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**Directors present:** Sarah Livermore, Aaron Engel, Tristen Graves, Richard Tolzman, Jim Riley, Melanie Pederson, Sharon Spahr, Lori Meinking, Chris Petersen, Tammy Paulus and Lori Severson.

**Directors absent:** Lindsay Spitzer, Mark Hansen, Christine Otzelberger.

**Members Present:** Danielle Halverson – Flex Appeal Fitness, Perian Heffner – Coverra Insurance, Linda Baardseth – Sonic Motel, Rachel Perez – Lylli & Ivi Cakes and Sweet Treats Café.

A quorum was declared and the meeting was called to order at 7:34 am by President Sarah Livermore.

**Secretary's Report:**

A motion was made by Lori M. and seconded by Tammy P. to approve the minutes from July 12<sup>th</sup>. The motion carried on a unanimous voice vote.

**Treasurer's Report:**

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

A motion was made by Tammy P. 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:

\$60 to MA Web Centers, \$36.71 to US Cellular, \$72 to News Publishing (Farmers Market \$72), \$22.00 to Lori Meinking (ink and paper), up to \$25 for corporation filing fee.

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

**Committee Reports:**

**Organization & Membership:**

Sarah L. indicated we have received 2 new business memberships (Res-Q-N BBQ and Lylli & Ivi Cakes & Sweet Treats Cafe) bringing our total to 78 members (63 business, 8 nonprofit, 7 individual). Our campaign to have board members contact our non-renewing members has been successful. We, as members, are all ambassadors for the chamber.

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**Promotion & Tourism:**

Sarah appointed Danielle Halverson to fill the board vacancy for the term ending this year. Danielle graciously accepted and her appointment was approved by the Board. Sarah L. appointed the following to serve on the Nominating Committee with her: Tammy Paulus and Jim Riley. We have five director positions that need to be filled for 3-year terms beginning January 2018. Lori Meinking and Melanie Pederson have agreed to be placed on the ballot. A minimum of 3 more names need to be obtained before the October annual meeting. At that time, the general membership will vote in the new directors. In order to be considered, you must be a member in good standing (dues paid in full) and be willing to attend chamber meetings once a month. If you are interested, please email secretary@galesvillewi.com.

Sarah L. named Lori Severson and Danielle Halverson as Co-chairs of Promotion & Tourism.

The July Website Report was disseminated via email prior to our meeting. Sarah L. commented there were 9,788 hits to the website in July. Among the “top five” pages were Members Listing, Apple Affair, Farmers Market, City Wide Rummage Sale and Apple Affair Bike Tour.

The Chamber Fair Booth was a success. The Board would like to encourage even more members to take a shift at the booth next year to provide interaction with the fair attendees.

**Agri-Business:**

Richard T. verbally reported that a new Facebook page has been created under the name Galesville Farmer’s and Artisan’s Market. Richard Tolzman is one of the administrators of that page.

**Economic Revitalization & Development:**

Sharon S. provided a written report of the meeting held on July 26, 2017. The committee met with Kathy Stafford, who along with Rachel Perez purchased Jackie O’s Coffee House on July 6<sup>th</sup>. The following motion came out of committee:

A \$12,500 no interest loan from the GIDC fund be offered to Rachel Perez dba Lylli & Ivi Cakes & Sweet Treats Café, LLC to be repaid in equal payments within 12 months. The first payment is due October 1, 2017. In addition, \$150 (refundable fee at payoff) be collected at the time of the loan in the event it is not paid in full and there are associated court fees incurred by the chamber. This was seconded by Lori S. The motion carried.

Sharon also noted that the city planner hired by the City of Galesville in May has ended his month-to-month contract.

Then discussion turned to a request by AmericInn to pursue a TIF district in order to move forward with the hotel in Galesville. The Board drafted a resolution to the Galesville City Council stating their position on this matter:

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WHEREAS the Galesville Area Chamber of Commerce is committed to the economic development of the Galesville area; and

WHEREAS the addition of a hotel would strengthen the tax base, increase tourism, and build investor confidence in the area;

THEREFORE BE IT RESOLVED that the Galesville Area Chamber of Commerce supports the City of Galesville offering a TIF/TID district for possible hotel development.

The above resolution was approved by the Galesville Area Chamber of Commerce Board of Directors (11-0 with one abstention by Richard Tolzman).

**Historic Preservation, Beautification & Design:**

There was no formal committee meeting, but chair Chris P. shared details about activities at Old Main, Arnold House and the swinging bridge.

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

**Announcements**

FEMA representatives will be in our area this week to assess the damages from the devastating flooding in our area on July 20<sup>th</sup>. On the lower table alone, 16 businesses and 23 homes were effected. Be sure and reach out to them.

Our next meeting will be held on Wednesday, September 13, 2017 at 7:30 a.m. at the Galesville Library Community Room.

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

Submitted by  
Tristen Graves Interim Secretary