

Galesville Area Chamber of Commerce  
Future Minded Historically Proud

Board of Directors Meeting Minutes  
September 13, 2017 (approved 10-11-17)

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

**Directors absent:** Lindsay Spitzer, Mark Hansen, Christine Otzelberger, Lori Severson and Aaron Engel.

**Members Present:** Renee Brenengen, Perian Heffner – Coverra Insurance, Linda Baardseth – Sonic Motel, Brenda Sannes, Studio 6, Heidi Powell, Gundersen Health Clinic and John Graf, Graf Media.

A quorum was declared and the meeting was called to order at 7:35 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 August 9<sup>th</sup>. The motion carried on a unanimous voice vote.

**Treasurer's Report:**

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

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

**Approval of Invoices:**

The following invoices were presented:

\$60 to MA Web Centers, \$36.71 to US Cellular, \$117 to News Publishing (Farmers Market \$90, City-wide \$27), \$80 to Sharon Spahr (2 months answering service), \$5.28 to Richard Tolzman (Farmers Market), \$52.22 to Sarah Livermore (\$29.98 domain registration, 22.24 misc.), \$490 to T-Bird's Table Rentals (35 picnic tables for Apple Affair).

A motion was made by Melanie P. 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 1 new nonprofit membership from Galesville Lions Club bringing our total to 79 members (63 business, 9 nonprofit, 7 individual).

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The Nominating Committee is looking for a minimum of five candidates to be put on the ballot for serving a 3-year term on the GACC Board of Directors beginning January 2018. The slate of candidates will be voted on at our annual meeting on Wednesday, October 25<sup>th</sup>. Danielle Halverson has agreed to join the slate of candidates. A minimum of two more names are being sought. 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.

**Promotion & Tourism:**

Danielle Halverson provided a written report of the meeting held on August 30, 2017 via email highlighting the following items:

- confirmation of how the \$2500 advertising budget for Apple Affair will be dispersed
- should we continue sponsoring two city-wide rummage sales each year (spring and fall)
- creation of an online form for members and businesses to submit their upcoming events
- acquiring administrative access to all 3 of the current social media pages for the Chamber

The August Website Report was disseminated via email prior to our meeting. Sarah L. commented there were 11,150 hits to the website in August. Among the “top five” pages were City Wide Rummage Sale, Apple Affair, Members Listing, Farmers Market and Apple Affair Bike Tour. The top downloads were Walking Tour (93), Apple Affair Crafter Registration Letter (33) and Apple Affair Oven Story (19).

**Agri-Business:**

Richard T. verbally reported there are 3 Saturdays left in the season.

**Economic Revitalization & Development:**

A written report of the meeting held on August 24, 2017 was provided by email: The committee will continue to put a positive spin on the negative comments about Gordy’s Market during the legal process to sell the grocery store. The committee has also pinpointed 3 possible locations for a photography studio looking for business space in Galesville. Another existing business has asked for the committee’s help to find a larger location for expansion. Galesville area housing needs to be addressed as there are major businesses coming into the Holmen TIF District along Hwy 53. A reminder was also issued that Seth Hudson of Cedar Corp is on the City Council agenda tomorrow night to provide a tutorial about how the current TIF district where the Sonic Motel is located could be extended to the new hotel coming to Galesville.

Sharon S. also clarified that the \$30 recording fee was waived and did not need to be collected from Lylli & Ivi for the GIDC loan. The first installment to repay the loan is expected on October 1<sup>st</sup>.

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Sarah L. confirmed that the following resolution was signed and delivered to the City Clerk on August 9, 2017 regarding using a TIF district for hotel development in Galesville:

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.

**Historic Preservation, Beautification & Design:**

There was no formal committee meeting, but chair Chris P. advised he will be appearing before the City Council on September 14<sup>th</sup> to get approval for directional signs for Old Main Historical & Community Arts Center. Two other concerns were raised. 1) Who is responsible to mow around the Welcome to Galesville sign along Prairie Ridge Lane at the north end of Galesville and 2) The condition of the bicycle stations on the brick walkway on the Square. There is nothing more to report about the D. O. Van Slyke statue or improving landscaping at key city entry points.

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

**Old Business** – The Swinging Bridge has been pulled out of the water. The city does not have a budget to replace it. Chris P. has agreed to be the contact person to gather ideas.

**New Business** – Anticipated expenses for Apple Affair are higher than the budgeted amount due to the rental of 35 picnic tables and increased cost for music and busses. Sarah L. made a motion that if Apple Affair income is not enough to cover the additional 2017 expense, up to \$1000 could be taken from the money market account. This was seconded by Jim R. and the motion carried.

**Announcements**

Our Annual Meeting will be at Arctic Springs on Wednesday, October 25<sup>th</sup> beginning at 5:30 p.m.

Our next monthly meeting will be on Wednesday, October 11, 2017 at 7:30 a.m. at the Galesville Library Community Room.

A motion was made by Tammy P. and seconded by Tristen G. to adjourn. The motion carried on a unanimous voice vote. The meeting was adjourned at 8:42 a.m.

Submitted by  
Tristen Graves Interim Secretary