

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
January 11, 2017

Directors present: Sarah Livermore, Lindsay Spitzer, Melanie Pederson, Sharon Spahr, Richard Tolzman, Chris Petersen, Jim Riley, Kim Gorka, and Lori Meinking.

Directors absent: Lori Severson, Mark Hansen, Sue Hummel, Tammy Paulus, Aaron Engel, and Tristen Graves.

Members Present: John Graf (Graf Media)

A quorum was declared and the meeting was called to order at 7:43 am by President Sarah Livermore.

Elections of 2017 Officers:

Lindsay Spitzer resigned as treasurer.

Sarah Livermore elected President with motion made by Jim R and approved by all present.

Melanie Pederson elected Vice President with motion made by Chris Petersen and approved by all.

Melanie Pederson elected Interim Secretary until February 8, 2017 meeting and approved by all.

Lori Meinking elected treasurer with motion made by Sarah Livermore and approved by all.

As President, Sarah L appointed Lindsay Spitzer to the Board of Directors as an individual member to a term that expires in January 2018.

Secretary's Report:

Sharon S made a motion to accept the December meeting minutes. The motion carried.

Treasurer's Report:

The December treasurer's report was distributed via email prior to the meeting by Lindsay S. A motion was made by Kim G to accept the treasurer's report. The motion carried.

The following bills were presented:

\$60.00 to Market America Webcenters for website

\$36.51 to US Cellular for telephone

\$60.00 land rent to Leo Waldenberger for Garden of Eden sign

\$50.00 annual sign fee to WisDOT for Garden of Eden Sign in Town of Holland

Melanie P made a motion to approve these invoices. The motion carried.

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Committee Reports:

Organization & Membership:

Sarah L reported that Renee B resigned as chair of the Organization & Membership Committee on Saturday, January 5, 2017. The annual membership renewal letters have not been mailed which will delay the publication of the membership directory. The remaining members of the committee (Sarah L and Kim G) will continue with the membership drive.

The Committee signup sheet was passed around the room. Noting the number of vacant slots, Kim G questioned if we should use the chamber email to promote the recruitment of new members for our committees and any vacant positions on the board of directors. Lindsay questioned whether January is the best month to vote on new officers. Another suggestion was to consider holding our annual meeting earlier in the year so it is not so close to Apple Affair. John G expressed concern about changes being made to the existing by-laws merely for the sake of convenience. Jim stated he favors keeping January elections to allow directors to be prepared for the year. Several noted they would like to have a spring meeting as well as a fall meeting. Chris suggested waiting to discuss this until we hear about developing a strategic plan next month from Aaron.

Promotion & Tourism:

Sarah L reported Renee Brenengen has resigned as the chair of the Promotion & Tourism Committee. There is no meeting scheduled at this time. Renee will continue as the chair for Apple Affair 2017.

Sarah L provided a written report at the meeting detailing the number of hits by month to the Chamber website in 2016. There is a 15% increase in traffic from the previous year. She noted top downloads on the website as Apple Affair and the walking tour. Kim G will look into merging or deleting one of the two existing Facebook accounts for the Galesville Area Chamber of Commerce.

Economic Revitalization & Development:

Sharon S verbally reported that no meeting occurred and no updates are available.

Agri-Business:

Richard T verbally noted that the committee plans to meet in April.

Historic Preservation, Beautification & Design:

Chris P noted the committee did not have a meeting, however many things are in progress.

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Chris P talked with Elmer Petersen about the Van Slyke statue. Restoration expenses are estimated at \$15,000 with hopes of community support through donations. He is looking for town or city entry point beautification volunteers. Chris P has been asking around town what kind of entertainment options people would like during Founders Day. Kim G showed interest in sponsoring a coloring contest to get children involved. Chris P mentioned a carriage ride. Chris P focused on getting the entire community involved in the planning and volunteering process for Founders Day. Kim G liked the idea of “Did you know?” to educate the community.

Kim G made a motion to approve all committee reports. The motion carried.

Old Business:

- a. City Council Liaison – Sarah L noted the next meeting for the City of Galesville is on Thursday, January 12 at 7 p.m. She has not seen an agenda yet.

New Business:

- a. Strategic Planning for 2017 by Aaron Engel. Sarah L tabled this until next meeting.
- b. The chamber representative from the Bank of Galesville will be Lori Meinking.

Correspondence:

- a. none

The meeting was adjourned at 8:58 a.m. Motion made by Sharon S. Motion carried.

Our next meeting will be held on Wednesday, February 8, 2017 at 7:30 am at the Library Community Room.

Submitted by
Melanie Pederson
Interim Secretary