

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting Minutes
October 10, 2018 (approved 11.14.18)

Directors present: Richard Tolzman, Sharon Spahr, Sarah Livermore, Rhea Hogden, Melanie Pederson, Lori Meinking, Lindsey Spitzer, Garet Koxlien, Christine Otzelberger and Jim Riley.

Directors absent: Tristen Graves, Jacob Haupt, Chris Petersen, Aaron Engel, Danielle Todd and Lori Severson.

Members Present: Jerry Jennings (Galesville Pharmacy) and Perian Heffner (Coverra Insurance).

A quorum was declared and the meeting was called to order at 7:37 a.m. by President Sarah Livermore. Sharon Spahr agreed to act as interim secretary.

Secretary's Report:

September minutes were not available due to a problems with the internet. They will be provided and reviewed at a future time.

Treasurer's Report:

The September treasurer's report was distributed via email prior to the meeting by Lori Meinking. A motion to accept the treasurer's report was made and seconded. The motion carried on a unanimous voice vote.

Approval of Invoices:

The following invoices were presented:

\$60 to MA Web Centers; \$37.03 to US Cellular for chamber cellphone service; \$4478.47 for Apple Affair expenses, \$150 to Lylli & Ivi (reimbursement of GIDC loan application fee); \$75 to Doyle Gates (50 Swinging Bridge Notecards); \$50 to USPS for postage.

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

Committee Reports:

Organization & Membership:

The nominating committee is seeking five candidates to fill chamber board positions. These are 3-year terms which begin in January 2019. Aaron Engel has agreed to serve a second term and will be placed on the ballot. Our annual meeting will be October 24th at the A.A. Arnold House. Social hour and appetizers begin at 5:30 p.m. A buffet style meal will be served. The cost is \$20 per person. This will be a BYOB event and guests are invited to come in Halloween costume. Invitations will be both emailed and snail mailed this week. We need a quorum of 20 chamber members present in order to elect new board members.

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Promotion & Tourism:

The numbers from Apple Affair are still being collected. No final report is available yet. The Apple Affair Committee meets on Thursday, October 11th at 6 p.m. at the Arnold House. Our After Glow meeting will probably be scheduled sometime in January.

Small Business Saturday is November 24th. The Chamber will sponsor a banner ad in the Trempealeau County Times/Arrow Shopper.

Website Report: There were 11,888 hits to the website in September.

Agri-Business:

Melanie Pederson shared a verbal report that Apple Affair Farmers Market was a success. As in previous years, apple pies were prepared and sold at the bandstand on the square for an Ecumenical fundraiser. The pies were sold out by 10:30 a.m. The Farmers Market remained open until 2 p.m.

Economic Revitalization & Development:

No written report, however, Sharon Spahr commented that Galesville is still being complimented by the American Legacy Riders for our outstanding welcome event and they would love to schedule another event here!

Historic Preservation, Beautification & Design:

No written report. Sarah L. reported that our current chair, Chris Petersen, will be stepping away from his board duties. We wish him well and thank him for his enthusiastic dedication and hard work.

A motion was made by Lori M. and seconded by Richard T. to accept all Committee reports. The motion carried on a unanimous voice vote.

Correspondence – None

Old Business – One of our welcome signs currently located at the north end of the city on Prairie View Lane will need to be moved to a new location. It is no longer very visible and the Lions and Masons have already removed their logos. This is being referred to the Historic Preservation, Beautification & Design Committee for further study.

New Business – Guest Speaker, Julie Fox, NW Regional Tourism Expert from Wisconsin Department of Tourism provided a lively and fact-filled overview of Wisconsin's brand of fun and 2017 economic impact numbers for Trempealeau County. Did you know that when a tourist visits our state, a day tripper spends \$64/day and an overnight visitor spends \$144? When visitors are polled after coming to Wisconsin, they comment that our state is even more fun than they thought it

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would be. We should be branding our fall colors, agri-tourism, great microbreweries, Native American culture and analyzing how many tourist assets we have in our area (should be able to come up with a list of at least 21). Julie has offered to come back in the spring to do a training on providing great customer service. We are exploring the possibility of doing a joint training with other chambers in our area.

Announcements:

October 11th 7:00 p.m. – Galesville City Council Meeting
October 18th – International Credit Union Day at CCU
October 19th-21st – “Take This Man” at Old Main
October 24th 5:30 p.m. – Chamber Annual Meeting at A. A. Arnold House
November 17th – Holiday Open Houses
November 24th – Small Business Saturday
November 28th – Business After 5 hosted by Edward Jones/Studio 6 Beauty & Barber

Our next monthly Chamber meeting will be on Wednesday, November 14th, 2018 at 7:30 a.m. at the Galesville Library Community Room.

A motion was made by Lori Meinking and seconded by Melanie P. to adjourn. The motion carried on a unanimous voice vote. The meeting was adjourned at 8:54 a.m.

Respectfully submitted by,
Sharon Spahr & Sarah Livermore