

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
November 9, 2016

Directors present: Sarah Livermore, Larry Hoppe, Lindsay Spitzer, Melanie Pederson, Tammy Paulus, Sharon Spahr, Richard Tolzman, Chris Petersen, Jim Riley, Aaron Engel, Renee Brenengen, Tristen Graves and Kim Gorka.

Directors absent: Lori Severson, Mark Hansen, and Sue Hummel

Members Present: John Graf

A quorum was declared and the meeting was called to order at 7:32 am by President Sarah Livermore.

Secretary's Report:

Lindsay S. made a motion to accept the October meeting minutes. The motion carried.

Treasurer's Report:

The October treasurer's report was distributed via email prior to the meeting by Lindsay S. Lindsay noted that the following checks were authorized in our budget, but in order to be paid timely were written before being presented for approval at our monthly Chamber meeting:

\$74.16 to Suburban Propane for Apple Affair equipment rental

\$2080.30 to Gordy's Market for food and beverages for Apple Affair

\$29.15 to Elmaro Vineyard for annual meeting food

\$60.00 to Renaissance Breads for annual meeting food

\$42.60 to Works of Distinction for annual meeting appreciation plaque for Roseanne Ristow

A motion was made by Tammy P to accept the treasurer's report. The motion carried.

The following bills were presented for payment today:

\$60.00 to Market America Webcenters for website

\$36.49 to US Cellular for telephone

\$119.51 to Express Mart for Apple Affair

\$286.27 to W.L. Trust for annual meeting food and supplies

\$20.00 to Light Up Galesville

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

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
November 9, 2016

Committee Reports:

Organization & Membership:

Verbal discussion at the meeting noted attendance at the annual meeting included forty-nine people with positive feedback on the speaker and the networking atmosphere. Sarah L. is composing a inviting members to renew their 2017 Chamber membership. Concerns for the mailing date and information included were mentioned by board members. Further discussion on the mailing date will be held by the Executive Board. Perian Heffner has become a new individual member.

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. Verbally Renee noted that she wants to increase the Apple Affair budget to \$10,800 and increase the consumer prices for 2017 due to increased food expenses. She noted the consumer price has remained consistent for more than four years. Sarah L. has worked with the Trempealeau County Times/Arrow Shopper to assemble a page header for the Chamber to help advertise Small Business Saturday. The newspaper will be contacting businesses to place their individual ads to promote Small Business Saturday. Aaron E. suggested that signs in the windows of participating businesses would be positive advertisement. Using the remaining “Shop Local” signs was mentioned while Jim R. felt these encourage people to shop in their own hometown instead of Galesville. Renee B. suggested looking into the purchase of “Shop Small” business signs like used for Farmers’ Market. The committee will consider expanding signage for 2017.

Sarah L. provided a report for the website which was distributed to all Chamber members via email prior to the meeting. She noted that information regarding events happening in our area is not always being communicated to info@galesvillewi for posting onto the Chamber website. Chris P. questioned if the Chamber is missing out on free advertisement by not taking advantage of a Facebook page. After discussion, Aaron E. and Kim G. volunteered to set up the Facebook page and assign administrators. Melanie P. made a motion to start a Facebook page on behalf of the Galesville Area Chamber of Commerce. Kim G. and Aaron E. will initiate this Facebook page. All approved this motion.

Economic Revitalization & Development:

Sharon S. verbally reported that the committee is still working with AmericInn. An investor reception will be held November 15, 2016 at Elmaro Vineyard in Trempealeau. Sharon will be mailing flyers and advertising in the La Crosse Tribune, Winona Post as well as

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
November 9, 2016

Trempealeau County Times. She forewarned us that the proposed 2017 budget will include increased advertising expenses related to the new hotel.

Agri-Business:

Richard T. verbally reported that he contacted Trempealeau County Community Television and hopes they can film the Galesville Farmers' Market next summer. Sarah L. noted there is some interest in hosting a winter farmers market in The Building on the Corner.

Historic Preservation, Beautification & Design:

Chris P. noted signage updates for Old Main and showed an example. They are still working with the City of Galesville for directional signage. He is working with Trempealeau County on blue highway signs and hopes these will exist in 2017. Chris would like a committee formed within the Chamber to work on Founder's Day. He would like to confirm a date for Founder's Day 2017. Chris P. noted various activities at Old Main along with an event the past weekend in Winona that greatly supported the Gale Star program. Chris is working on the 2017 budget for the Historic Preservation, Beautification & Design committee. Larry H. mentioned that November 30 is an appreciation event at Old Main to celebrate those who have donated.

Tammy P. made a motion to approve all committee reports. The motion carried.

Old Business:

- a. Bike Racks: Melanie received positive feedback from business owners and community members regarding the new bicycle securing stations and their representation of our active community. Melanie noted that she observed someone check the stability of a bike rack located within a brick island downtown. She expressed concern for the installation of the bike rack into the brick.
- b. City Council Liaison update – Sarah L. noted the next meeting for the City of Galesville is on Thursday, November 10 at 7 p.m. The City's agenda appears to not include Jay Wheaton. John G. noted that Jay Wheaton is expected to present at the December meeting to report on a style of swinging bridge built by a Canadian company. Sarah expressed that the Chamber wants a swinging bridge. John G. noted concern that the community may not like the associated expense.

New Business:

- a. Light Up Galesville – Renee B. made a motion to have a \$20 tree at Light Up Galesville. All approved. Renee will set up the tree with her supplies.
- b. GET Thanksgiving dinner. The Chamber was not asked for a donation this year.

Correspondence:

- a. none

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
November 9, 2016

The meeting was adjourned at 8:50 a.m. Motion made by Sharon S. Motion carried.

Our next meeting will be held on Wednesday, December 14, 2016 at 7:30 am at the Library Community Room.

Submitted by
Melanie Pederson, Secretary