

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
April 13, 2016

Directors present: Sue Hummel, Aaron Engel, Chris Petersen, Sarah Livermore, Larry Hoppe, Lindsay Spitzer, Melanie Pederson, Jim Riley, Tammy Paulus, Sharon Spahr, Richard Tolzman, Mark Hansen, and Renee Brenengen.

Directors absent: Tristen Graves.

Members Present: John Graf, Amy Brenengen, Paula Gold, Chad Jones, Butch Halama and Elizabeth Kapanke.

A quorum was declared and the meeting was called to order at 7:31 am by President Sarah Livermore.

Secretary's Report:

Larry H made a motion to accept the March minutes and the motion carried.

Treasurer's Report:

The reports for February and March were distributed. Sue H. made a motion to accept them and the motion carried.

The following bills were presented:

\$60.00 to Market AmericaW for website

\$50.00 to US Postal Service for post office box rent

\$80.00 to Sharon Spahr for answering phone

\$36.53 to US Cellular for telephone

Larry H. made a motion to approve these invoices for payment, and the motion was passed.

Committee Reports:

Organization & Membership:

A written report was provided on membership status (48 business with websites, 26 without websites, 1 new, 8 non-profit with websites, 3 non-profits without websites, 4 individual) totaling \$7,380 at this time. Auto Value of Galesville was the one new member. Kim Gorka mentioned options for improvement of welcoming new businesses to the community and inviting them to the Chamber. The newly printed 2016 Chamber directory was distributed to those present. The directory had a different fold pattern than usual and no one opposed the change. Mark Hansen of Peanuts Toy Barn noted that his address was not updated in the new Chamber directory to 16853 Main Street in Galesville.

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
April 13, 2016

Promotion & Tourism:

Renee B. provided meeting minutes that was emailed to Chamber members with the April meeting agenda. Corrections were made to the 2016 Chamber Business Directory proof provided by John Graf at the meeting. A decision was made on the quantity and color. Advertisement details were taken care of for the City Wide Rummage Sale. The possibility of selling Galesville memorabilia as well as providing brochures and directories to visitors at the Farmers Market was noted. A Chamber booth at the Trempealeau County Fair was discussed. Bus service during Apple Affair was worked on along with advertisement plans for the event. G-E-T Showcase attendance incentives were discussed. The City Wide Rummage Sale flyers were handed out during the April 13 Chamber meeting. Next planned meeting on April 20 at 7 p.m. at Renee's House.

Sarah L. verbally reported there were 6491 hits to our Chamber website in March.

Economic Revitalization & Development:

Sharon S noted that a hotel location has not been made public information at this time. The Galesville Hotel Feasibility recommended locating a family friendly restaurant that is open 7 days a week and serves 3 meals a day near the hotel. The committee is looking for a Chamber member to attend the daytime 7 Rivers Region Economic Development Meetings. A committee member is working on drafting an application for the Revolving Loan Fund. It was noted that a "Go Fund Me Page" has been started to raise restoration funds to restore the windows in the "Building On The Corner". Mark Hansen also mentioned supporting this. Local municipalities with room tax and their current percentages was noted along with that the funds would help with advertising dollars for use in attracting tourism to the area. Sharon Spahr made a motion to have a Chamber member approach local municipalities to recommend a 2.5% Room Tax. Motion to table until next meeting made by Sharon.

Agri-Business:

Richard T. provided meeting minutes that were emailed to Chamber members in advance. These minutes were reviewed. The committee noted to be working on inviting new and returning vendors to farmer's market, some vendors requesting an earlier start date for farmer's market, Todd Peterson expressed concern for a change in mowing schedule when the vendor site signs are in place, farmer's market t-shirts are for sale, traffic cones and canopy for Chamber, and farmer's market vendor site locations being worked on. Richard T made a motion to purchase a canopy for \$69 from Menards for use by the Chamber. Motion to approve made by Jim R. Motion approved by all attending.

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
April 13, 2016

Historic Preservation, Beautification & Design:

Verbal report by Chris P. discussed future events in 2017 to include more activities downtown, Arnold House and Old Main with the support of the Chamber helping lead the initiative. Future projects needing Chamber support included signage for historic sites, beautification projects of entry points to town and decorative accents such as benches, bike racks, signs, statues, landmarks, gazebo, etc. The Tuesday prior to the Chamber meeting was noted as the next committee meeting but no time or location established. Chris P made a motion to donate \$500 to Founder's Day trolley, cemetery walk, Old Main and Arnold House. Discussion followed. Lindsay made a motion to approve. Motion approved by all attending.

Old Business:

- a. Chamber ambassador/advocate to City Council. Tabled again by Sarah L until May meeting.
- b. Trempealeau County Agricultural Society
 1. Booth At Trempealeau County Fair
Renee B made a motion to spend \$250 for sponsorship on the fair booth and advertisement. Tammy P made a motion to approve. Vote approved by all.
- c. Gale Star sponsorship – Jim Riley spoke of the performances at Old Main and how they bring people in from out of town. At this time a Board member noted that the Chamber's "sponsorship" budget for this year is already over budget. No motion made.
- d. Annual farmer's market vendors at Apple Affair. Promo & Tourism to follow up at next meeting.

New Business:

- a. Consolidated storage location for the Chamber of Commerce property. John Graf provided a duplicate key to Richard T to be returned to Renee B when done using.
- b. Communities Off N Funnin' – Amy B and Paula G discussed continuation of the Apple Affair bike tour and new activity in supporting a free event during the Trempealeau County Fair in Galesville. They would like to coordinate more with the pasta diner at the Arnold House for the bike riders. Renee B made a motion to donate \$500 to Communities Off N Funnin'. Motion to approve made by Lindsay. Motion approved by all attending.
- c. Galesville Area Fire Dept- Sponsor 5 K Run/Walk on May 21 – Chad Jones presented information on the event. He noted that the Chamber's name and logo would be on t-shirts and flyers. A motion was made by Tammy P to donate \$100 to the Galesville Area Fire Department to sponsor the 5K Run/Walk. Motion to approve by Larry H. Motion approved by all attending.

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
April 13, 2016

d. Liz Kapanke – G-E-T LaCrosse Loggers Day – Liz noted various fundraising opportunities involving the LaCrosse Loggers.

e. John Graf noted that the Showcase has been planned for March 19, 2017. He would like to establish “why are we having showcase, what are the reasons a business would participate, who is committed to participating next time?”

Correspondence:

None noted beyond invoices.

The meeting was adjourned 8:51 a.m. Motion by Tammy P

Our next meeting will be held on Wednesday, May 11, 2016 at 7:30 am at the Library Community Room.

Submitted by
Melanie Pederson, Secretary