

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting Minutes
May 10, 2017 (approved June 14, 2017)

Directors present: Sarah Livermore, Lindsay Spitzer, Richard Tolzman, Melanie Pederson, Christine Otzelberger Sharon Spahr, Tristen Graves, Chris Petersen, Tammy Paulus.

Directors absent: Lori Meinking, Jim Riley, Mark Hansen, Aaron Engel, Lori Severson.

Members Present: John Graf – Graf Media, Jeni Sanchez – Arrow Shopper, Amy Gabay – Explore La Crosse, Barb Longwell – Galesville Community Lunch Program, Perian Heffner – Coverra Insurance, Heidi Powell – Gundersen Health Clinic, Rhea Hogden – Co-op Credit Union.

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

Correspondence

A chamber member has asked the chamber to refurbish the Garden of Eden sign in Holmen along Hwy 35/53 noting that the green is faded and the female apple needs her eyelashes back.

Secretary's Report:

A motion was made by Tammy P. and seconded by Sharon S. to approve the minutes from April 12th meeting. The motion carried on a unanimous voice vote.

Treasurer's Report:

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

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

Approval of Invoices:

The following bills were presented:

\$60 to MA Web Centers for website, \$36.74 to US Cellular, \$27 to News Publishing for Citywide ad, \$20 to Farm Fresh Atlas for Farmers Market ad, \$80 to Sharon Spahr for telephone answering for 2 months, \$110 to Coulee Business Services for professional fees.

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

Committee Reports:

Economic Revitalization & Development:

None.

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Organization & Membership:

No written report, but Sarah L. informed everyone 23 of our 2016 members have not sent in their renewals.

Promotion & Tourism:

No written report. Our next event is Founders Day on June 17th.

Website Report – Sarah L. gave a verbal report stating there were 7227 hits to the website in April. Among the “top ten” pages were City Wide Rummage Sale, Members Listing, Apple Affair, Farmers Market and Board Minutes.

Agri-Business:

The Galesville City Council has approved the street use permit and waived the fee of \$25 to use the streets around the square for Farmers Market. This permit will have to be applied for each season. Richard T. reported there are 7 returning vendors and 14 out of the 17 seasonal sites are now reserved for our 2017 Market. Richard T. made a motion for the creation of 2 folding sign boards to hold our yellow Farmers Market signs and place them on the NW & SW inside corners of the square in order to be in compliance with signage rules. Seconded by Lindsay S. Sharon S. amended the motion to allow an expenditure of up to \$60. Motion carried.

Historic Preservation, Beautification & Design:

No written report in advance, but chair Chris P. shared the following:

Founders Day will be the third Saturday June 17. Not all ideas will happen this year, but for future planning

Flea Market- contacts are Antique stores/merchants

Art in the Park- local/ regional - Contact is Sue Byom

Music- local musicians- contact is Jim Riley

Food Tent- breakfast or lunch- Contact is Jim Kline

Kids Activity- Contact is ? Baptist Church

Family fun run/walk- Contact is GET support group

Farmers Market- Contact is Richard Tolzman

Cemetery Walk- morning event- Contact is Mary Hilton and Diane Thatcher

City permit needed- On agenda for city council meeting Thursday May 11.

DO Van Slyke update- needs fundraising campaign (est\$15000 repair) Contact is Elmer Petersen

City Entry Point landscape/spruce up

Contact is local gardening group/greenhouse. Will need City approval

Bike rack update- Looks great. By DO Van Slyke statue. Contact is Melanie Pederson

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Swinging Bridge- Contact is John Graf

Old Main report-

Municipal signs need City approval. On City council agenda Thursday May 11. Contact is Chris Petersen

Founders day events- trolley tour and afternoon music

How is communication for events?

AA Arnold-

Founders day events- Morning programming

Contact is Chris O.

How is communication for events?

Committee reports were accepted by a unanimous voice vote.

Old Business:

- a. City Council Liaison – The next meeting is tomorrow night.
- b. Chamber secretary status – Position still needs to be filled.
- c. Strategic development plan – the process will begin with surveys, interviews, and vision development. Hoping to announce findings at our annual meeting in October.
- d. Two board vacancies remain. One term expires Dec 2017 & the other term expires Dec 2019.

New Business:

- a. Amy Gabay, Director of Membership & Grants for Explore La Crosse spoke about how their membership of 360 is changing and how they can provide year-round advertising opportunities to GACC. Their website has 100,000 visits per month and the calendar events page as well as banner ads are free to all members. Their monthly e-newsletter has 39,000 subscribers. The cost of membership is \$200 and we can join at any time. She left additional information for our consideration. No action taken at this time as it is not in our budget for 2017.
- b. Barb Longwell of G-E-T Community Summer Lunch Program presented information about a new program in our area offering lunch to our local students during the summer when there is no school lunch program available. The Galesville program will be held 3 days per week. This is not affiliated with the school district. The estimated budget is \$4160 and Barb

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made a request for \$250. Chris P. made a motion to donate \$250 to the program. This was seconded by Lindsay S. and it passed.

Announcements

Saturday, May 27th is a Dog Wash fundraising event for Trempealeau County Humane Society who has partnered with Fluff & Ruff. Both of these businesses are Chamber members and the information will be posted on our website.

Our next meeting will be held on Wednesday, June 14, 2017 at 7:30 a.m. at the Galesville Library Community Room.

Motion was made by Tammy P. and seconded by Lindsay S. to adjourn. The motion carried on a unanimous voice vote. The meeting was adjourned at 8:44 a.m.

Submitted by
Tristen Graves, Interim Secretary