

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting
May 11, 2016

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

Directors absent: Sue Hummel, Mark Hansen, and Tristen Graves.

Members Present: John Graf, Amy Brenengen, and Chuck Gauger.

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 April meeting minutes with the changes of Lindsey to Lindsay and Graff to Graf, and the motion carried.

Treasurer's Report:

Discussion included the transfer of funds from checking to savings and possibly adding a GIDC savings account or renaming the current savings account. Sue H. made a motion to rename the current savings account to GIDC savings and open a second general savings account. Move excess checking funds to the new savings account. All future payments from loans would be deposited into the GIDC savings account along with the first four payments made by Peanuts Toy Barn. Motion approved by all directors present.

The April treasure's report was distributed via email prior to the meeting. Renee B. made a motion to approve the April treasure's report. Motion approved by all directors present.

The following bills were presented:

\$80.00 to Sharon Spahr for answering phone

\$36.49 to US Cellular for telephone

\$211.00 to Graf Media for printing and reproduction

\$ 94.59 to Richard Tolzman for Advertisement shirts & canopy weights

Larry H. made a motion to approve these invoices for payment. Motion approved by all directors present

Committee Reports:

Organization & Membership:

Renee B provided a report for the Organization & Membership committee which was

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distributed to all Chamber members via email prior to the meeting. The report noted, Gordy's Market as a new member with web link. Total membership paid as of April 14, 2016 was \$7380.00. Larry H. made a motion to approve the Organization & Membership report. Motion approved by all directors present.

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. Discussion included the Chamber's donation to Off N' Funning being changed to the Apple Affair budget. Local businesses expressed favorable and unfavorable views regarding the coordination of the Galesville City Wide Garage sale within the 100 mile garage sale. The committee has the next Galesville City Wide Garage sale planned for the second Saturday in September and intends to advertise all dates provided by participants even though the Chamber officially sponsors Saturday. Farmer's market vendors will need to pay full price if they want to participate in sales at Apple Affair. Tammy P made a motion to accept the Promotion & Tourism report. Motion approved by all directors present.

Sarah L. provided a report with website statistics which was distributed to all Chamber members via email prior to the meeting. The website hits continues to increase with 7461 hits during the month of April 2016. Tammy P made a motion to accept the website report. Motion approved by all directors present.

Economic Revitalization & Development:

Sharon S provided a report for the Economic Revitalization & Development committee which was distributed to all Chambers members via email prior to the meeting. Topics noted included a need for more restaurant options, a need for local housing, local room tax, businesses being closed on Mondays, promoting commercial and industrial growth, and providing support for "The Go Fund Me Page" for "the Building On The Corner" by identifying compatible potential businesses to rent space. Larry H made a motion to accept the Economic Revitalization & Development report. Motion approved by all directors present.

Agri-Business:

Richard T. provided a report for the Agri-Business committee which was distributed to all Chamber members via email prior to the meeting. A farmer's market invitation and application are posted online for vendors. A few vendors requested to start the farmer's market earlier. Todd Peterson told Richard that he does not like the idea of bike racks due to difficulties with mowing. The annual farmer's market meeting is scheduled for May 30,

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2016. Farmer's market t-shirts were ordered and are for sale. Collapsible traffic cones were purchased. Five-pound weights were purchased for holding down the Chamber's tent instead of the previously approved cinder blocks. Please contact Richard if you would like to reserve the Chamber booth location during an upcoming Saturday at the farmer's market. Sue H made a motion to accept the Agri-Business report. Motion approved by all directors present.

Historic Preservation, Beautification & Design:

Chris P provided a report for the Historic Preservation, Beautification & Design committee which was distributed to all Chamber members via email prior to the meeting. The report included a list of various upcoming events at the Arnold House and Old Main. Chris P verbally encouraged everyone to support these events and future events including Founder's Day on June 25, 2016 which was not noted on the report. Larry H made a motion to accept the Historic Preservation, Beautification & Design report. Motion approved by all directors present.

Old Business:

- a. Chamber ambassador/advocate to City Council. A motion was made by Lindsay S to appoint Sarah L as the Chamber's advocate to attend the Galesville City Council meetings. Motion approved by directors present except Sara L did not express her approval or denial of the motion.
- b. Trempealeau County Agricultural Society
 - a. Booth at Trempealeau County Fair – Renee B noted in the Promotion & Tourism committee report that only Chamber members will be displaying items at the booth. Tammy P volunteered Jeff's Service as a drop off location for marketing materials for the booth. Melanie verbally noted that Chamber members should start bringing marketing items to the June 8, 2016 Chamber meeting.
- c. Annual farmer's market vendors at Apple Affair. Renee B noted in the Promotion & Tourism report that farmer's market vendors need to pay the same amount as a craft vendor for the day.
- d. Local room tax. Sharon S verbally noted that she approached local businesses which expressed various feelings on the local room tax. This discussion will continue in the Economic and Development committee meetings. Lindsay expressed a large increase in accounting time would be created by these funds and a paid position should be considered. This has not been added to the City of Galesville agenda yet.

New Business:

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- a. Showcase Galesville planned for March 19, 2017 input requested. John Graf noted that the Showcase was established to promote businesses, showcase businesses, support new people in town, increase customers for all businesses and raise awareness. John asked several people in attendance if they plan to participate and why. Tammy expressed the idea of combining Apple Affair and Showcase. Paula G mentioned coinciding the Showcase date with the Trempealeau County Fair for better attendance. Larry H made a motion to table this until the June 8, 2016 meeting.
- b. Update on the bicycle racks – Melanie showed a completed sample of the potential bicycle rack and provided details on it. Directors expressed favor of businesses sponsoring the bicycle racks in our community. Melanie plans to contact the City of Galesville to obtain information on placing these. Sara L made a motion to table this until the June 8, 2016 meeting.
- c. A thank you will be sent to the Ristow family for the donations made to Apple Affair. Donations continue to arrive.
- d. As president of the Chamber, Sarah L appointed Lori Severson to the current board vacancy which term ends December 31, 2016. Lori introduced herself to those in attendance while the board of directors and Chamber members followed with introductions.

Correspondence:

Sarah L provided the La Crosse Pride Night Flyer which was distributed via email to all Chamber members prior to the meeting.

Above noted invoices and incoming donations from the Ristow family were noted by the treasurer, Lindsay S.

The meeting was adjourned 9:04 a.m. Motion by Tammy P

Our next meeting will be held on Wednesday, June 8, 2016 at 7:30 am at the Library Community Room.

Submitted by
Melanie Pederson, Secretary