

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting Minutes
July 11, 2018 (approved 9.12.18)

Directors present: Richard Tolzman, Sharon Spahr, Sarah Livermore, Garet Koxlien, Rhea Hogden, Melanie Pederson, Lori Meinking, Danielle Todd, Lori Severson, Jim Riley, Aaron Engel and Christine Otzelberger.

Directors **absent:** Tristen Graves, Jacob Haupt, Chris Petersen, and Lindsey Spitzer.

Members Present: Heather Heineman (Randy's Neighborhood Market) and Perian Heffner.

Guests: Emery Palmer (High Cliff Consulting), Patrick McBride and Paul Beseler.

A quorum was declared and the meeting was called to order at 7:33 a.m. by President Sarah Livermore. Sharon Spahr agreed to act as interim secretary.

Secretary's Report:

A motion was made by Lori M. and seconded by Lori S. to approve the minutes from June 13th meeting. The motion carried on a unanimous voice vote.

Treasurer's Report:

The June treasurer's report was distributed via email prior to the meeting by Lori Meinking. A motion was made by Lori S. and seconded by Danielle T. to accept the treasurer's report. The motion carried on a unanimous voice vote.

Approval of Invoices:

The following invoices were presented:

\$60 to MA Web Centers; \$30.09 to US Cellular for chamber cellphone service; \$78.00 to News Publishing for advertising (\$54 City-Wide; \$24 Farmers Market); \$4.17 to Richard T. for Farmers Market receipt book and paint; \$110 to Coulee Business Service for tax preparation; \$31.65 to Graf Media for Farmers Market promotional materials; \$500 to City of Galesville for downtown flowers; \$225 to Dave Kiral for Founders Day entertainment; \$300 to Charging Bull Music Group for Founders Day entertainment; \$212.06 to Dascher Design for Founders Day advertising.

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

Committee Reports:

Organization & Membership:

We have 77 members. Membership dues collected total \$6500. This is \$1500 under budget. We are in the process of reviewing delinquent memberships and contacting new businesses.

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Promotion & Tourism:

No written report. Our current co-chairs have submitted their resignations with regrets, however, both Lori Severson and Danielle Todd will be able to continue as Board members. Perian Heffner will step in to serve as the Chair for the Apple Affair Committee. The committee toured the fairgrounds as a possible venue for Apple Affair. This annual event, since 1983, is growing and has struggled with safely accommodating the increasing number of tourists, shoppers, bicyclists, and vendors who attend each year and still allowing us to showcase our historic downtown, explore local history at A.A. Arnold House/Eastside Farm, discover our apple orchards and promote regional arts at Old Main Historical Community Arts Center. With this goal in mind, the Apple Affair committee is recommending to the Board of Directors that the 36th annual event be moved to the historic Trempealeau County Fairgrounds. This recommendation was accepted in a 10-1 vote. The committee is very excited about the partnerships we already have and the new ones we are creating as we unveil our plans for an **EXPANDED! APPLE AFFAIR 2018!!**

Sarah L. announced the chamber will again host a members' booth at the Trempealeau County Fair July 19-22. Sue Kundy has kindly offered her Edward Jones office to be the drop-off point for members to bring their promotional items for display. Ashley Kellar reminded us how important it is to have an eye-catching display with someone at the booth to greet passers-by. Rhea H. has created an online signup schedule through Sign Up Genius.

Website Report: There were 5,955 hits to the website in June.

Agri-Business:

No written report. Richard T. advised we are looking for additional ways to promote our Farmers Market. Scott and Jeanette Frazer have been helping administrate our Facebook page for Farmers Market. Sarah L. moved to provide a \$25 Visa card to allow the Frazers to boost posts on the FB page. This was seconded by Aaron E. and passed unanimously. Co-op Credit Union will issue the gift card and waive the fee.

Economic Revitalization & Development:

Sharon S. provided a written report from the committee meeting on June 14th. The next committee meeting is scheduled for July 12th.

Historic Preservation, Beautification & Design:

No written report.

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

Old Business – None.

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New Business – The American Legion Legacy Ride is coming to Galesville on Thursday August 23rd. Guests Paul Beseler and Patrick McBride spoke briefly about the details of the event. The mission of this Legacy Run is to raise college scholarships for any child who has lost a military parent in combat. 400+ motorcycles will be stopping on the square enroute to their 100th National Convention which is being held in Minneapolis. A media kit will be provided by the American Legion in advance of the event. Sharon S. is coordinating between the city, county, chamber and legion.

Correspondence – Communities Off n’ Funning sent a card thanking the Chamber for helping make Chase Trempealeau one of the top events in the coulee region.

Our next monthly Chamber meeting will be on Wednesday, August 8th, 2018 at 7:30 a.m. at the Galesville Library Community Room.

A motion was made by Lori M. and seconded by Lori S. to adjourn. The motion carried on a unanimous voice vote. The meeting was adjourned at 8:40 a.m.

Respectfully submitted by,
Sharon Spahr & Sarah Livermore