

Galesville Area Chamber of Commerce
Future Minded Historically Proud

Board of Directors Meeting Minutes

July 12, 2017 (approved August 9, 2017)

Directors present: Sarah Livermore, Lindsay Spitzer, Richard Tolzman, Jim Riley, Melanie Pederson, Tristen Graves, Lori Meinking, Tammy Paulus and Lori Severson.

Directors absent: Christine Otzelberger, Mark Hansen, Aaron Engel, Sharon Spahr and Chris Petersen.

Members Present: Danielle Halverson – Flex Appeal Fitness, Sue Kundy – Edward Jones, Rhea Hogden – Co-op Credit Union.

A quorum was declared and the meeting was called to order at 7:40 am by President Sarah Livermore.

Correspondence

Received thank you from Galesville Community Summer Lunch Program for our donation.

Secretary's Report:

The June secretary's report was distributed via email prior to the meeting. A motion was made by Lindsay S. and seconded by Tammy P. to approve the minutes from June 14th. 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 Lindsay S. and seconded by Jim R. to accept the treasurer's report as presented. The motion carried on a unanimous voice vote.

Approval of Invoices:

The following bills were presented:

\$60 to MA Web Centers, \$36.74 to US Cellular, \$144 to News Publishing (Founders Day \$72, Farmers Market \$72), \$80 to Sharon Spahr (answering chamber line May1-July1), \$29.40 to Deb Householder (postage for mailing to Apple Affair crafters), \$28.62 to Sarah Livermore (folding table for chamber booth), \$789 to Acuity for liability insurance.

A motion was made by Sarah L. and seconded by Melanie P. to approve the payment of invoices. The motion carried on a unanimous voice vote.

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Committee Reports:

Organization & Membership:

Sarah L. indicated we are holding at 76 members (61 business, 8 nonprofit, 7 individual). Follow ups are continuing with board members personally contacting business owners who have not yet renewed. The committee sign-up sheet was passed around the room. Sarah L. asked for input as plans are being made for our October annual meeting (Oct 24th or 25th).

Promotion & Tourism:

Renaissance Breads & Pastries has agreed to bake the apple coffee cake to serve at Apple Affair breakfast. At our last meeting, the board approved increasing Apple Affair food prices by 50 cents and the drink prices by 25 cents (first increase since 2012). We are actively looking for a Chair of the Apple Affair Committee for 2018 as well as a Coordinator for the crafter and artisan show.

For the 3rd year, the Chamber will be sponsoring a booth at the Trempealeau County Fair for Galesville Area Chamber of Commerce business members to display promotional items. Items should be dropped off at Edward Jones Galesville by noon on Wednesday July 19th. Sarah Livermore and her "minions" will deliver to booth during set up time. We are also asking for volunteers to man our booth in the Merchant Building.

Website Report – Sarah L. gave a verbal report stating there were 7,190 hits to the website in June. Among the “top ten” pages viewed were City Wide Rummage Sale, Walking Tour, Apple Affair and Bike Tour. Users are downloading forms provided on our site such as the Crafters and Artisan registration form for Apple Affair and the Fire Departments 5K registration form.

Agri-Business:

Richard T. verbally reported the weather has negatively impacted the produce available for vendors to bring to Farmers Market. It was also noted that attendance has been a little down due to graduations and holidays. Richard will check status on our 100 copies of the Farmers Fresh Atlas for distribution.

Economic Revitalization & Development:

Sarah L. confirmed the new paperwork is now available to those applying for our Galesville Industrial Development Corporation Revolving Loan. Those interested should contact ecodevo@galesvillewi.com.

Historic Preservation, Beautification & Design:

No written report. Feedback was offered regarding the Founders Day Event on June 17th. Overall, it was very positive experience and the board encourages getting the stakeholders

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together to talk about how to best move forward with this event. The intent is to hold it the 3rd Saturday each June.

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

Old Business

Renee B. has forwarded details to the Historic Preservation, Beautification & Design Committee about the refurbishing of the Garden of Eden sign along Hwy 35. In September 2014, Coulee Signs and Welding in Holmen (Ph. # 608-526-3190) repaired the Hwy 35 “Garden of Eden” sign as follows: Supply labor and material to clean, repaint red wording, apples and face on apples. Cost of repair was \$596.08.

New Business

1. We received a request from Galesville Lions Club for a donation for the Independence Day Celebration. We donated \$500 last year. Lindsay S. made a motion to donate \$500 for 2017. This motion was seconded by Lori M. and it passed. After some discussion, Lori S. volunteered to hand deliver the donation and ask the Lions to consider the benefits of becoming a chamber member.
2. The 4-H Youth of Trempealeau County is producing the 2018 Trempealeau County Plat Book. We previously participated by purchasing advertising space in the 2015 book. Lori S. made a motion to purchase a 1/8 page ad for \$175. This was seconded by Lori M. Discussion ensued as to the exact wording to use on the business card size ad. Jim R. suggested we should change the phrasing from “Visit our swinging bridge in the Garden of Eden” to “Future Minded, Historically Proud”. The motion passed with the amended phrasing.
3. City Council meeting is tomorrow night and Elmer Petersen will be presenting a new design for the swinging bridge. The city has been exploring possible options since the bridge has been closed. Sarah L. will be our chamber liaison. Others are welcome to attend the 7 pm meeting on July 13th.

Announcements

A new business opening up on the square in the former location of Jackie O’s Coffeehouse. It is called Lylli & Ivi Cakes and Sweet Treats Café and is owned by Kathy Stafford and Rachel Perez.

Rhea Hogden announced 2 upcoming events sponsored by Co-op Credit Union: On Tuesday, July 18th, the Red Cross Bloodmobile will be in their parking lot from 11:30-4:30 p.m. and on Wednesday, August 16th the Movie in the Park will be back again. This event is free and open to the public and starts at 6:30 p.m. at Reception Park. The family fun begins with a DJ, games and concessions by Galesville Summer Recreation Program and the Disney movie “Moana” will start at dusk. Bring a chair or blanket!

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Our next meeting will be held on Wednesday, August 9, 2017 at 7:30 a.m. at the Galesville Library Community Room.

Motion was made by Richard T. and seconded by Lindsay S. to adjourn. The motion carried on a unanimous voice vote. The meeting was adjourned at 8:50 a.m.

Submitted by
Tristen Graves, Interim Secretary