

# Board Meeting

June 14, 2017

Schwoegler Sugar River Lanes

**Call to order:** 5:00 pm

Present: Mark Schwoegler (President), Kami Anderson (VP), Rick Francois (Member at Large) and Laura Vorpahl (Secretary)

**Treasurer's report:** Keith dropped off 1<sup>st</sup> and 2<sup>nd</sup> quarter reports for review by the board. No concerns were expressed. Two scholarships are being awarded this week, \$500 each to Rachel Ubelacker and Noah Morric. We're excited to see what their futures hold.

**UFO Days:** Most of the meeting was spent discussing the various aspects of this wonderful annual event. Key points include:

- Considering having a joint meeting of all key people for planning purposes
- Amanda organizes the Color Run and Craft Show
- Chamber runs the parade and organizes vendor for Library Park
- For parade entries, request \$5 donation to help cover the costs of the parade (e.g. permit to use park, advertising, etc.)
- Kami and Laura will coordinate parade entries that day with Keith's help, if he is available.
- Consider seeking assistance from high school volunteers as needed to help them get service cord hours.
- Vendors to reach out to again for selling at park: Dayton Dairy Landers (cheese curds), Boy Scouts (steak sandwiches). Seek additional vendors to try to fill the park to help keep people in town, generating business. Discuss with members at 7/11 meeting. If vendor is non-profit there is no fee to sell; if a for-profit business, ask for a donation to help cover our marketing costs.
- Discussed a potential sequence of music venues to help keep people in town to generate business. Have music in the gazebo (Rick will talk to Andy Zeelee about organizing), talk to J&M about having music in their outdoor area (Rick will ask Jeff), coordinate with start time for Dam Bar band and then the evening band at Sugar River Lanes, with costume contest.
- Kami will acquire the park permit and inquire about closing streets.
- Marketing – Laura will ask Karin Henning to attend next meeting so we can begin working on a poster and get it out on social media asap. We will also do the usual ad and parade registration form in the paper and online via website and Facebook. Execute a boost on internet to get additional attention to the event. Rick will check condition of the banner that used to hang over main street to see if it can be used. Consider placing a banner in Paoli and other locations.
- Provide updates on the above and make more decisions for next steps at July 11 meeting.

**Chamber Survey and Newspaper Article:** Rick shared that the chamber came up frequently in the EDC survey results that they've reviewed so far. He will share a preliminary copy of the results with the board this week. Discussed and determined it is in our best interests to wait on releasing both the survey and article until after the UW Extension presents recommendations to the EDC on survey results and a meeting is held for all Belleville community committees to discuss results and determine next steps. Then the roles of all committees within our community will be clarified. Rick will see if Bill and/or Victoria from the UW Extension can do a presentation at our 7/11 meeting.

**Future Business:**

- Fall networking event scheduled for September 14<sup>th</sup> from 5:30 to 7 pm – location TBD.
- Fall business seminar TBD. Inquire with Bronna at next meeting July 11.

**Meetings:** The next quarterly member meeting will be held at J & M Bar at 12 Noon on July 11 and October 3. Mark is working on coordination with location. Kami will do email blast to all chamber members and Facebook updates. Laura will provide the agenda and copy of recent board meeting notes.

Next board meeting is August 2nd at 5 pm at Sugar River Lanes. We'll continue implementation of UFO Days and begin to work on the next networking event and business seminar.

Adjourned 6:00 pm.