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### Minutes: Board of Directors Meeting

6:30 PM, Tuesday, October 6, 2020 - Location: Virtual - GoToMeeting

*Approved: 11-17-2020*

#### General

1. Call to Order: Welcome & Attendance

Rick Francois, President, called the meeting to order at 6:35 PM

Attendance:

Present - Officers: Rick Francois (President); Board Members/Chairs: Lindsay Koch, Nate Perry, Tyler Salzman; Village Staff: Becky Olson (Chamber Liaison)

Absent - Officers: Julie Gilkes (Secretary), Tiffany Schade (Treasurer), Mark Schweogler (Vice-President); Board Members/Chairs: Debi Buol

2. Appointment of Nate Perry to fulfill Pam Yoder's role

Rick made a motion to appoint Nate Perry to fill Pam Yoder's spot on the Board of Directors. Second by Tyler Salzman. Approved Unanimously.

3. Approval of Minutes from 09-15-2020

Tabled until Next meeting

4. Approval of Financial Report (Tiffany Schade, Treasurer)

Tiffany provided her report in advance: Nate made a motion to approve. Second by Tyler. Approved Unanimously.

- a. Lake Fest Funds Status: Becky reconfirmed information sent previously via email; remaining Lake Fest Funds in the amount of \$415.85 were disbursed by the Village of Belleville to the Chamber Commerce on 5-23-2019.

5. Economic Development Activity Preview (Becky Olson, Village Chamber Liaison)

Becky explained her monthly report shows highlights from of all her activity with the Village of Belleville, including activities with the Chamber. Normally, the Chamber will see this report after it is distributed to the Economic Development Commission. No questions were asked.

#### Discussion & Actionable Items

6. Committee Reports

- a. Beautify Downtown Belleville (BDB) Committee Resolution

Per instructions from the meeting held 09-15-2020, the formal resolution was presented for approval. Lindsay stood in, on behalf of Debi (Chair). Rick made a motion to approval the resolution. Second by Tyler. Approved Unanimously.

- i. Funds Management Discussion (Lindsay Koch, Board Member)

Lindsay reported she currently holds \$89.00 in BDB funds.

Becky explained the fiduciary responsibilities of the Chamber Board as a 501(C)(3), for all committees/event accounts - including BDB. This allows certain contributions to be tax deductible, certain grant funding to be pursued and limits access to funds, in accordance with the organization's bylaws.

**At this time, it was agreed by consensus** that: 1) BDB Keep the current funding toward UFO Day or Autumn decorations or activities; 2) Becky will speak to Tiffany about procedures/possibilities of setting up a separate account for BDB & verify who has current signature authority on each of the Chamber's accounts; 3) After UFO Day/Elections, Becky will continue drafting potential updates to the Chamber's bylaws - as well as draft companion financial oversight procedures.

7. Membership Program Development Report (Becky)
  - a. New member: Becky sent a welcome letter to Once Upon A Time Schoolhouse
  - b. Contact list status; Information Gathering/verification assistance: Becky continues updating the list and may call upon the board over the next few weeks to verify their own information as well as help verify information for other businesses, as much as possible.
8. Public Information, Promotion & Events (Becky)
  - a. UFO Day Dark Sky Event Activities
    - i. Advertising Decisions: Nate made a motion to place an ad in the Post Messenger Recorder & companion Shoppers, not to exceed \$125.00. This ad should run the week of October 29<sup>th</sup>. Second by Tyler. Approved Unanimously.
    - ii. Companion Activities: BDB activities?  
Lindsay reported BDB is working on a safe/healthy means to distribute candy on Halloween. Potentially, a drive-thru or neighborhood "caravan" or "parade." She hopes to involve Police, Fire & EMS to provide candy from a "cool" truck or bus. Nate offered assistance - and felt many of the teachers would welcome the opportunity to reach out to our community's kids. Lindsay will keep Becky and the Board of Directors posted - both for those who are able to be involved and for purpose of sharing final details with others. (such as Chamber Facebook & Website)  
Lindsay also reported she created a Belleville "Halloween Hub" on Facebook: she is only posting information regarding Halloween activities.
  - b. Website & Facebook Access Status
    - i. Report on information/training from Jim at FACE Websites  
Becky reported that since approval, she was easily given access and is actively work with Jim to re-activate features and update both the Events Pages (UFO Day is up!) and the Business directory. Some of the latter will depend on the response rate of businesses/organizations to the business directory updates discussed earlier.  
It is likely a Chamber Member Questionnaire will go out with a draft letter (Becky read the initial draft) to help with this. It is hoped the refreshed directory will be available before the Winter holidays season - perhaps even before Thanksgiving if it is a priority. It was agreed by consensus this work should continue.
    - ii. Like & Share our Facebook Page!  
Becky reported the Facebook Page permissions were easily fixed once Rick was able to reach Kyle. Kyle removed himself as an administrator for the Chamber Facebook page and added Rick - who in turn added Becky. Becky has immediately posted information from the Chamber or from the Village, as may be appropriate for the business community. It was agreed by consensus this work should continue. In the future, Rick & Becky recommend another Chamber officer be given administrator access to the Chamber Facebook Page. No action needed on the latter at this time.

#### Discussion for Future Possible Action

9. Small Business Development Center Handbook - Potential Small Group Discussions  
Becky attended the UW-Small Business Development Center Workshop "Navigating the New Normal Handbook: A Practical Guide to COVID Response for Small Businesses." This is designed to be a guided self-assessment, best worked on in a small group discussion. Wisconsin Women in Business

Initiative Corporation has a small grant to help communities co-organize these discussions. It was agreed by consensus Becky should move forward with setting up these discussions as time allows.

10. Village/Chamber Welcome Signs & Possible Logo Refresh - nod to our Village branding  
This is tabled, until the Village is able to finalize the signage locations, and items of procedure and organization are completed for the Chamber.
11. Community Guide - Will we do it and what will it look like?  
Rick expressed this might be a good opportunity; it will be discussed at the next Chamber Board of Directors meeting.
12. Welcoming new Businesses & Highlighting Businesses during a pandemic  
Ideas, such as Facebook Live events, were generally discussed. No actions taken at this time.
13. Chamber Budget Process moving Forward  
A 2021 budget should be pulled together for the Chamber, by December 2020. No action taken at this time - other than continue to develop procedures/bylaws updates.
14. Set Date of Next Meeting  
Meeting will return to the 3<sup>rd</sup> Tuesday of the month. The next meeting will be at 6:30 PM, Tuesday, November 17<sup>th</sup> via "GoToMeeting"
15. Adjourn  
Tyler made a motion to adjourn at 7:40 PM. Second by Rick. Unanimously approved.