



Belleville Chamber of Commerce  
Wednesday, February 23, 2022  
Chamber Board of Directors Meeting Minutes

**Agenda items**

- I. Call to Order / Roll Call
- II. Approval of the Agenda
- III. Approval of previous meeting's minutes
- IV. Business Items
  - i. Board introductions of/for new members - Debi
  - ii. Bylaws additions - Shenya
  - iii. Youth Apprenticeship program - Nate
  - iv. Chamber name change - Katie
  - v. Board member nominations - Katie
  - vi. Music Crawl update - Debi and Rick
- V. Comments and Announcements
- VI. Adjournment

**Meeting minutes**

- I. Call to Order at 6:11pm by president Debi. Roll call by president: Rick Francois, Debi Buol, Shengyan Popp, Katie Woehrle, Nate Perry, Tyler Salzman
- II. No changes to agenda requested
- III. Rick motions to approve the minutes. Tyler seconds.
- IV. Business Items:

**i. Board intros - Debi**

Debi: Let's get to know each other a bit more. Everyone answer "what kind of growth do you want to see in the Chamber / what is your vision for the Chamber?"

Tyler: Help new and existing businesses with resources. Find events and other ways to connect business owners together.

Rick: Chamber is the organization that people come to to find out what's happening in town; universal calendar. Be a resource for businesses to network.

Debi: Be approachable; have policies/procedures to create consistency and transparency. Engage with existing business owners and facilitate new business growth, especially downtown. Post local job openings on the Chamber website.

Shenya: Focus on growing local small businesses, visit them, get them as Chamber members, promote them. Get Belleville "on the map". Long-term, create a business app to show where things are.

Katie: Engage business owners in events in Belleville to promote them. Become a hub for the village's information and activities. Network businesses, organizations, nonprofits, clubs, etc. with one another to be resources for one another.

Nate: Put Belleville on the map; focus on growth in the community especially to bring new young kids/families into the school district. New parents can't answer "What's Belleville known for?" - create an identity for our town. Consolidate contact information for community organizations and clubs, etc. Recurring annual events (like Spirit Windows for Homecoming).

General discussion: Beautify Downtown Belleville partnering with Chamber of Commerce could be great. Sheny to touch base with Nate about organizations at the school so we can spotlight that on our Chamber website.

Other Board staffing changes:

Julie - stepped off the board on 1/17/22

Mark - stepped off the board on 1/17/22

Tyler - stepped out of Treasurer role on 2/2/22 (position currently open)

#### ii. Bylaws Additions - Sheny

Sheny drafted a new suggested addition to the CoC bylaws - Policy Commitment and Code of Conduct for board members. Drafts handed out to all board members. Board members will review in the next month and suggest edits before or during the next Board meeting in March. Plan to introduce these at the annual meeting in April.

Sheny had a question about Section 6 in the bylaws - Terms and Vacancies. Do term limits, etc. feel appropriate as written? Roundtable discussion related to the benefits of longer vs. shorter term limits. No plans to update this in the immediate future.

Rick asked whether we should seek a larger number of board members; our current bylaws allow up to 9, but other Chambers have up to 13. Brief roundtable discussion. No plans to change in the immediate future.

#### iii. Youth Apprenticeship program - Nate

Nate gave an overview of the Youth Apprenticeship program done at the school district. Belleville has a strong reputation among the YA community of having strong student candidates. The school carefully places each apprentice with a potential employer. Teresa Gartley saw that the Chamber's Facebook page is active again and would like us to spotlight our YA students and the businesses working with them. Seconded by Sheny. Nate will connect Sheny and Teresa so Chamber page can highlight who the student is working for and thank the business for giving the student this opportunity.

#### iv. Chamber Name Change - Katie

Katie suggests changing the Chamber's name from Belleville Chamber of Commerce to "Belleville Area Chamber of Commerce" as we intend to start serving not only businesses in the limits of Belleville, but beyond. Rick makes a motion to change the name to "Belleville Area Chamber of Commerce". Tyler seconds. Motion passes.

#### v. Board member nominations - Katie

Katie reminds everyone to think of potential CoC Board member nominations. We have 3 vacant seats and an open Treasurer position we'd like to fill.

#### vi. Music Crawl Update - Rick/Debi

Rick explains the history of Music Crawl - is historically the weekend between the last NFL playoff game and the Super Bowl, when bar crowds are probably low. This year, participating businesses reported good crowds.

Debi gives financial overview - we made a return of about 22%. Ideally we have a return closer to 40-50%. She and Rick shared some suggestions to increase profit margin next year: ask bands for price discount, wristband pre-sales at a discount, more marketing. One of our highest-paid bands was not local, which isn't ideal.

Roundtable discussion about adding a second similar event during the year to give the bands more business and consistency in our town. Ideally make music events more family-friendly, possibly similar to Taste of Madison. Incorporate local food from businesses or community groups/food trucks + music in one or more local events during the year. Blues Fest didn't perform great last year and was pretty expensive; let's consider later if we want to try to do that again this year. Question about how the Chamber can profit off something that's open to the community/doesn't require paid admission? Rick explains that for Brother's Love we ask for a donation to the Chamber from community/musicians during the event, and we've also requested a percentage of profits in the past rather than set prices.

#### V. Comments and Announcements

- i. Next meeting - March 23rd at 6:05 in the Community Room at the Library
- ii. Piggly Wiggly grand opening March 2 at 9am. Shenya will email CoC board and other village agencies that will attend.
- iii. Rick: Do we want to move forward with Blues Fest this year (Oct/Sept)? Roundtable: budget is a concern. Let's discuss next month. Let's also discuss Lakefest / Bastille Day - we combined them last year and that seemed to work well.
- iv. Debi: We'd like to waive member fees for Chamber members this year again (April 2022-2023), but accept donations. Rick will talk to Kwik Trip about getting them to become a member this year. Shenya and Tyler to talk to Duluth Trading about getting them to become a member this year.

VI. Katie made a motion to adjourn, Debi seconded, and the motion carried. Meeting adjourned at 7:19.