

**Howard Suamico Business and Professional Association**

Board of Directors Meeting Minutes

Wednesday, August 14, 2019 --- 8:00 – 9:30am

Howard Suamico School District Office

- I. **Call to Order** – Jim Knopf, President
  - a. 8:02 a.m.

<b>Board Members:</b>			<b>Ad Hoc</b>		
	Katie Presser		Damian LaCroix		Julie Gerczak
	Ilya Dayter		Jim Lewis		Kimberly Uelmen
	Jeff Langenkamp		Lisa Prunty		Alex Kaker
	Nate Stymiest		Cindy Schmidt		Bob Strazishar
	Ken Kerske		Tom VandenHeuvel		Dave Weise
	David Howell		Cory Gilmet		Jamie Hanner
	Justin Callan		Sherry Freeman	Sub	Leah Hackmaster
	Jim Knopf				For Alex Kaker

\*Those in attendance are highlighted in yellow.

**II. Secretary's Report**

- a. Make amend to secretary notes. Sherry clarified that she did not recommend the cost be \$150, rather it was an example.
- b. Motion and approval to accept range, rather than set price.

**III. Treasurer's Report** - David Howell

- a. Money moved to scholarship account
- b. \$4,000 in operating account

**IV. President's Comments** – Jim Knopf

Membership fees

- Currently \$90 and \$50 initiation fee (one time fee).
- New: \$110 for membership, \$30 for initiation fee
  - Jim, Jim Lewis and Dave are going to meet on August 19 to discuss the Quickbooks regarding this topic.
- Other
  - Membership dues sent in November. Due date is January 31.
  - Need a more seamless process for gathering information. When we receive checks, get it to treasurer to check off. Will further discuss in an upcoming meeting.

New Members

- Kropp's Supper Club
  - Approved
- Covantage Credit Union
  - Approved

• **Newspaper** – Bob Strazihar and Jim Lewis

- Community Bulletin
  - Shopping Days
    - 31 participants
    - Expanded circulation
    - Profitability: in the black for the year
  - Goal: to be more digital
    - Put QR code in newspapers for Facebook post
    - Facebook boosts – more than 24,000 users saw the boosted post (\$400)

- 615 users clicked link to view website. Bulk of website traffic came from Facebook.
- Bob created website: howard.suamico.shop.com
  - Included drop pins of all participating businesses which included links to all businesses
- Bob received two comments from residents and a business owner who received their papers late. Found out that there was a Howard neighborhood that received mail late. The business is looking for a refund for the lost day. The HSBPA feels that the organization covered its bases, especially by having a new presence on digital platforms. The HSBPA will feature this business on social media rather than refunding.
- Move up paper print dates in November and December.
  - Reason: First Saturday in November is Bay Port Craft Fair and paper comes out Monday after craft fair.
    - Capitalize on amount of traffic in area by changing theme of website to Holiday Open House
    - Businesses can have open houses
    - Allow non-members to advertise and become members of the HSBPA
- Social Media
  - Facebook: can continue sharing events and posts during the year, just not during paid event times. Would like to set up Instagram account.

V. **Community Reports**

**Village of Howard – Dave Weise**

- No report

**Village of Suamico – Alex Kaker**

- Leah is in attendance in place of Alex
- Working on fire station. See website for details.
- Promote Your Rec Programs – had 20-30 people every week
- Community Night on August 21
- Dance, Oil Painting, and Stained Glass programs are coming up.

**Howard-Suamico School District – Damian LaCroix**

- Kimberly Uelmen is in attendance in Damian's place
- New Teacher Orientation – August 19 and 20
- All staff comes back August 26
- First days of school are September 3, 4, and 5
- HSBPA would like to hold a sock drive to donate to students who need them
  - Committee will meet regarding this topic
  - The YMCA is doing a shoe drive. HSBPA discussed partnering these two drives.

**Greater Green Bay Convention & Visitors Bureau – Julie Gerczak**

- July's Restaurant Week and Tall Ship Festivals went well
- Training Camp and Shareholders are down this year
- 249 volunteer hours in July

VI. **Committee Reports**

- Programs
  - October 11
    - Can drop off (could do socks)
  - November
    - Lunch and Learn – has contact out to three businesses
  - December 9
    - Christmas party
    - There is a formed committee

- **Nominations**

- Talked to a couple people in retail. We are one short on the HSBPA.

VII. **Adjournment**

- Adjourned at 9:07 a.m.

**2018 Board Meeting Dates**

(Second Wednesday of each month at the Howard-Suamico School District Office, unless otherwise noted)

- February 13
- March 13
- April 10
- May 8
- June 12
- July 10
- **August 14**
- September 11
- October 9
- November 13
- December 11