

Howard Suamico Business and Professional Association

Board of Directors Special Meeting
 Wednesday, April 22, 2020 – 8-9:30 a.m.
 Howard Suamico School District Office

- I. Call to Order – Jim Lewis, President
 - a. Call to order: 8:05 a.m.

Board Members:			Ad Hoc		
	Katie Presser		Damian LaCroix		Julie Gerczak
	Ilya Dayter		Jim Lewis		Kimberly Uelmen
			Lisa Prunty		Alex Kaker
	Nate Stymiest		Cindy Schmidt		Bob Strazishar
	Ken Kerske		Tom VandenHeuvel		Dave Weise
	Krystal Kubichka		Cory Gilmet		Jamie Hanner
	Justin Callan		Sherry Freeman		Leah Hackmaster (for Alex Kaker)
	Jim Knopf		Nike Klimek		Guest: Greg Klimek

- II. Video Conference Special Meeting Approval by Board of Directors

- III. Secretary’s Report – Kimberly Uelmen
 - a. Committee reports: change to “compared last year” rather than next year. Kimberly made the change and shared the updated notes with Jim L.
 - b. Motion to approve with adjustment: Cindy S.
 - c. Second by Jim K.

- IV. Treasurer’s Report - Nick Klimek
 - a. About \$9,000 more cash in hand at this time of year compared to prior years.
 - i. Discussion around whether these funds could go to support businesses during COVID-19 or for the newspaper. See more below.
 - b. \$10,000 more in revenue compared to last year, but last month’s issue was a difficult issue due to COVID-19.
 - c. Motion to approve Treasurer’s Report by Tom. Second by Jim K.

- V. President’s Comments – Jim Lewis
 - a. New Members?
 - i. No new member applications since February.
 - b. COVID 19 Updates – how HSBPA can help businesses.
 - i. **Motion that came at end of discussion**
 1. There was significant discussion on whether offering free ads is financially responsible for HSBPA. Much of the discussion was working to find the middle ground on whether HSBPA should offer free ads and/or how to do so in a financially responsible way.
 2. Decision: Do not print the May paper, and offer free ads in the June edition.
 - a. Motion to move forward with this decision by Tom.
 - b. Second by Cindy S.
 - ii. **Discussion**
 1. Discussion around how HSBPA can help its members. Many members are closed, reduced, etc.
 - a. Bob S. sent out a survey about COVID-19 to businesses.
 - i. Results on the website and in the next edition of the newspaper.
 - b. Gift cards and Facebook

- i. Would it be beneficial to purchase gift cards in small amounts or place a call out on Facebook to purchase gift cards to members who sell gift cards?
 - 1. Discussion about how to feature businesses that don't sell gift cards.
 - a. Ashwaubenon is doing a Facebook campaign where people win gift cards \$50 or less to use at an Ashwaubenon business of their choice.
 - b. GGBC has opened its promotions up to members and non-members to support all businesses.
 - ii. Discussion around whether HSBPA should work through The Giving Tree.
 - c. The Giving Tree Auction
 - i. The Giving Tree Auction will take place online from 5:30 p.m. on Thursday, April 23 until 5:30 p.m. on Sunday, April 26. Bidding information can be found at www.hssdschools.org/community/the-giving-tree.
 - d. Discussion around where the charitable giving dollars are going. It was brought up that those dollars are earmarked for scholarships and Casino Night, but the question arose asking if it could go to purchasing gift cards.
 - i. Decision: keep the charitable giving dollars going toward scholarships and Casino Night since we do not have permission to shift the use from the donors.
 - e. HSSD will send an email to all staff to support local businesses.
 - f. Idea: Hold a Zoom meeting where an expert (an HSBPA member) can cover small business loan information, laws, etc.
 - g. Idea: Encourage people to like and share the HSBPA page. Lisa is open to posting every day but she needs content. Send all content to Lisa.
 - h. Idea: Create call-out videos (30-60 seconds) for how businesses are keeping on to put on all of our platforms.
 - c. Survey Results – Bob S.
 - i. Some discussion above.
 - d. Scholarship Updates
 - i. See some discussion above.
 - ii. Last year, HSBPA gave out 7 scholarships in the amount of \$500.
 - iii. This year, HSBPA will give out more scholarships in the amount of \$250.
 - 1. There are some businesses that are expecting to contribute to \$500 scholarships. HSBPA will contact the businesses that want to give \$500 scholarships. Jim K. and Cindy S. will contact those businesses.
 - e. The Giving Tree
 - i. Discussed above
 - f. Kati Coleman - D1 High School All-Star Game
 - i. Reached out to HSBPA regarding a sponsorship. Jim L. will email the group the request.

VI. Community Reports – no discussion

- a. Village of Howard – Dave Weise
- b. Village of Suamico – Leah Hackmaster
- c. Howard-Suamico School District – Damian LaCroix
- d. Greater Green Bay Convention & Visitors Bureau – Julie Gerczak

VII. Committee Reports – no discussion

- a. Programs – Cory Gilmet/ Nate Stymiest- Casino Night
- b. Member Resources

- c. Nominations
- d. Newspaper – Bob S.
- e. New Business

VIII. Adjournment

- a. Motion to end meeting by Tom.
- b. Second by Jim K.
- c. Adjourned at 10 a.m.

2020 Board Meeting Dates

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