

**Howard Suamico Business and Professional Association
Board of Directors Meeting
Wednesday, November 11, 2020 – 8-9:30 a.m.
Via Zoom Video Conference
Call to Order – Jim Lewis, President**

Board Members:			Ad Hoc	
	Katie Presser		Damian LaCroix	Julie Gerczak
	Ilya Dayter		Jim Lewis	Kimberly Uelmen
	Jim Knopf		Lisa Prunty	Alex Kaker
	Mallory Cornelius		Cindy Schmidt	Justin Callan
	Ken Kerske		Tom VandenHeuvel	Dave Weise
	Krystal Kubichka		Cory Gilmet	Jamie Hanner
			Connor Larsen	Leah Hackmaster (for Alex Kaker)
	Bob Strazishar		Nick Klimek	Kim Decur

1. Video Conference Meeting Approval by Board of Directors
 - Approved

2. Secretary’s Report – Kimberly Uelmen
 - Those in attendance are highlighted in yellow above.
 - September and October 2020 Minutes: Jim K. made a motion to accept the September and October 2020 minutes. Katie P. seconded the motion. Approved.

3. Treasurer’s Report – Connor Larsen
 - People have begun paying 2021 dues. Checks to be sent to Connor L.
 - Newspaper account: ad revenue was down.
 - Question: What does Fire Pixel do for us that we pay \$45 for it? Answer: Fire Pixel hosts our website.
 - Team will begin to create the 2021 budget.
 - Jim K. made a motion to approve the treasurer’s report. Ilya seconded the motion. Approved.

4. President’s Comments – Jim Lewis
 - New Members?
 - None
 - Request for Member Data from Portside Online – Krista Greene
 - Jim L. will not share the requested information with Portside because it is a direct competitor. Bob S. shared that, historically, HSBPA does not share its email list with anyone and strongly discourages sharing the contact information with Portside.
 - Referendum Update
 - Jim L. is part of the HSSD referendum task force. Co-chairs are Greg Klimek and Elizabeth Powers. Purpose: to evaluate facilities and staffing needs ,and the possibility of a referendum.
 - Spent the last few weeks learning about school funding and how it affects the district and its facilities needs (some are COVID-based and some are ongoing maintenance). The ways schools are financed is very interesting. If you were a frugal school district in 1993,

you are being treated unfairly for it now, which is what is happening to HSSD now. Jim L. will provide updates as the process continues.

5. Community Reports

- Village of Howard – Dave Weise
 - Positive updates were shared at the HSBPA Lunch N Learn on November 10.
- Village of Suamico – Leah Hackmaster
 - Positive updates were shared at the HSBPA Lunch N Learn on November 10.
 - Sold the old fire station.
 - Banquet hall is being added across from Chives.
 - Added infrastructure, sidewalks, etc.
 - Updates to downtown.
- Howard-Suamico School District – Damian LaCroix / Kimberly Uelmen
 - Digital Learning Survey: the fourth digital learning survey this year was sent to families, staff, and students. Received just shy of 4,000 responses. Survey open until Thursday at 9 a.m. Report will be placed on HSSD website next week.
 - Referendum: task force meetings have begun. Stay tuned to the website for more details.
- Greater Green Bay Convention & Visitors Bureau – Julie Gerczak
 - Received grant from the State of WI – 157 organizations received this – to help recover lost funds.
 - News stories being written about Green Bay.
 - Hockey tournament came to Green Bay, so things are starting to come back.

6. Committee Reports

- Programs – Zoom Meeting Follow up- Cindy / Bob
 - Zoom Lunch N Learn yesterday was successful.
 - Discussion about including non-members in HSBPA events. Discussion if we should serve those who pay dues or if we use these events as recruitment.
 - Decision: will open up the January event to the public. January will be social/cyber security. Connor L. will make a call for speakers at Wipfli for the January event.
 - Discussion whether we should hold awards or not. Decision: hold event in 2021.
- Member Resources – Jim Knopf / Bob Straizshar
 - Social Media: HSBPA has 900 followers on Facebook. Bob has begun to follow HSBPA members and shares HSBPA member posts on a rotating basis.
- Nominations – Potential New Board Members
 - Outgoing board members
 - Justin Callan, Jim Knopf, and Cory Gilmet
 - Lisa Prunty – Jim L. will contact her to gauge her interest for 2021.
 - If you have board member suggestions, contact Jim L.
- Newspaper – Bob S.
 - Last month: deficit of \$537. Year-to-date: deficit of \$2,300.
 - December: added strength from new advertisers.
 - We cannot lose more money.
 - Ideas:
 - Cut distribution route by 5% to save money. Cut distribution on borders of Howard/Green Bay so that we truly service Howard and Suamico.

- Encourage donations or online auction.
 - Bob S. will look at cost and inform the board of what he learns.
- Reader contest to encourage advertising.
- Seeking HSBPA members to be part of the newspaper committee to garner new ideas to stay afloat. Contact Jim L. if you are interested.

7. New Business

- None.

8. Adjournment

- Cindy S. made motion to adjourn. Ilya seconded the motion. Adjourned at 9:19 a.m.

2020 Board Meeting Dates

- December 9