

Howard Suamico Business and Professional Association

Board of Directors Meeting

Wednesday, December 9, 2020 – 8-9:30 a.m.

Via Zoom Video Conference

- I. Call to Order – Jim Lewis, President
 - a. 8:03 a.m.

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

- II. Video Conference Meeting Approval by Board of Directors
 - a. Kimberly will add an x next to those in attendance at the November 2020 meeting and send an updated version to Jim.
 - b. Motion to approve November 2020 minutes by Cindy S. Seconded by Nick. Approval to be sent via email.

- III. Secretary’s Report – Kimberly Uelmen et al
 - a. Those in attendance are highlighted in yellow with an x above.
 - b. Those excused have ex next to their names.

- IV. Treasurer’s Report – Conner Larsen
 - a. Newspaper:
 - i. Revenue: \$4,749
 - ii. Expenses: \$6,500
 - b. Operating
 - i. Membership dues: \$4,700
 - 1. We are relatively close to what we get for dues at this time last year. We are thinking we will retain 90% of members.
 - ii. Deposit on December 1: \$3,000
 - iii. Payment: \$300 to Bob S. for services
 - iv. Nick motioned to approve the treasurer’s report. Ilya seconded the motion. Approval to be sent via email.

- V. President’s Comments – Jim Lewis
 - a. Jim’s final meeting as president. Thank you, Jim, for all you’ve done for our organization!
 - b. New Members?
 - i. Application: Shane Renard of Renard Realty – lives in Howard/Suamico, office in DePere
 - 1. Since his office is in DePere, we will not accept this application.
 - 2. Motion to disapprove his application by Cindy S. on the grounds that the physical location is not in our area. Seconded by Mallory. Approval to be sent via email.
 - c. 2021 Budget Process
 - i. 2021 Budget:
 - 1. Connor shared his 2021 budget projection

2. Took the average of the month and multiplied by 12 to annualize it. The year should be similar in terms of
 3. Projected Newspaper:
 - a. Revenue: \$55,200
 - b. Interest: \$2
 - c. Post Office: \$33,000
 - d. DC Graphics: \$15,000
 - e. Christensen Printing: \$25,000
 - f. Insurance: \$400
 - g. Operating Pays the Newspaper Account: \$10,720
 4. Projected Operating:
 - a. Dues: \$18,000
 - b. Interest: \$2
 - c. Contracted Services: \$3,600
 - d. Operating to Newspaper: \$10,720
 - e. Fire Pixel: \$350
 - f. Accounting: \$1,000
 - g. Insurance: \$675
 - h. Yearly Dues: \$25
 5. With the projections, we remain short by \$151 for the year. Suggestion: promote joining HSBPA. We need new members. With Jim K. leaving the board, we need to strategically plan how to recruit new members.
 6. Discussion around starting with a clean slate.
- d. Referendum Update
- i. Jim L. is on the referendum task force. Great information received. HSSD is providing a lot of options for the community and working to find consensus. Jim L. encourages all to complete the survey and to read the survey carefully as it has a lot of great information. Questions regarding learning environments, structural updates, etc. It took less than 15 minutes to complete it. Deadline is December 16. Complete the survey at www.hssdschools.org.
- e. Welcome new president Ilya Dayter
- i. Welcome, Ilya!

VI. Community Reports

- a. Village of Howard – Dave Weise
 - i. No formal report.
- b. Village of Suamico – Leah Hackmaster
 - i. No formal report.
- c. Howard-Suamico School District – Damian LaCroix / Kimberly Uelmen
 - i. Started school on Monday, December 7. From Kimberly’s point of view, safety measures were in place. HSSD looks forward to having K-6 in person for two weeks. There will not be school the week after Christmas, and school will begin again at that time.
 - ii. Referendum Survey is live. Fill out the survey at www.hssdschools.org. The survey reflects the work of the task force. Thanks to those who have been part of the task force.
- d. Greater Green Bay Convention & Visitors Bureau – Julie Gerczak
 - i. Promising things happening in 2021. Julie provided a written report via email, as she was unable to join the meeting today.

VII. Committee Reports

- a. Programs – Zoom Meeting Follow up- Cindy / Bob
 - i. Goal: get more people to participate.
 1. Only a subset of HSBPA received the email promoting the most recent Zoom Meeting. Bob S. fixed the issue for the future.

2. Discussion about sending a physical mailing, recording the Zoom and having it available to be viewed after the event, opening the events up to the public, and posting a thank you after the fact.
 - a. Decision to promote on the front end on the website and Facebook, fix the email system, and open up the meetings to all members until we hit capacity of 250 attendees.
 - ii. Next meeting: Co-presentation by Wipfli about business and individual tax updates in 2020-21 tax year. Conner will contact Cindy regarding time and date of this meeting. This meeting will be publicized to the general public via Facebook and website.
- b. Member Resources – Jim Knopf / Bob Strazishar
 - i. No report.
- c. Nominations – Potential New Board Members
 - i. Feedback that there was confusion about what was received in the mail.
 1. A mailing references who the officers are and their term lengths. We've used the same format for 20-30 years. On the bottom of the sheet, it gives members the opportunity to approve, disapprove, or abstain from the vote. Typically, there is an in-person meeting in November where people can bring their completed ballots. This year, they needed to be mailed back. Mallory, Cindy, and Jim L. suggested that we should update and improve the system we currently use in order to clean up the process.
 - ii. Deadline was December 7. All votes were cast in favor with none opposed. Because of this, the 2021 Officers and Directors are approved.
- d. Newspaper – Bob S.
 - i. Bob S. shared that 2020's YTD loss was \$1,808.42.
 1. Down substantially compared to last year.
 2. December 2020: substantial paper, content was solid, good advertising.
 - ii. Bob would like to reconnect with the newspaper committee to figure out a way to be in the black in 2021. Jim L. and Nick K. will join this committee.
- e. Social Media
 - i. Bob S. reported that he has been sharing posts by members. The followers increased. The hope is to add value to members. In November – Bob shared 182 member posts.
- f. New Business

VIII. Other Business

- a. Jim K.'s wife had an accident. Discussion about putting a basket together for the Knopf family. Connor will take the lead on this as he has access to the funds – he will contact one of our members to create a basket in the \$30-40 range.

IX. Adjournment

2021 Board Meeting Dates - To Be Determined