

Howard-Suamico Business Professional Association

Board of Directors Meeting

Wednesday, May 12 - 8-9:30 a.m.

HSSD Small Training Room and Zoom

Board Members		Ad Hoc	
Ilya Dayter		Damian LaCroix/ Uelmen/Kim Decur	Kimberly Julie Gerczak
Mallory Cornelius		Nick Klimek	Alex Kaker (excused)/ Leah Hackmaster
Jim Lewis		Cindy Schmidt - excused	Bob Strazishar
Ken Kerske		Katie Presser	Dave Weise/Paul Everet
Tom VandenHeuvel		Krystal Kubichka	Jamie Hanner
Connor Larsen			Jim Knopf
			Guest: Dylan
			Guest: Ryan

**Note: Eleven votes are needed in order to vote.*

1. Call to Order
 - a. 8:03 a.m.

2. Secretary's Report – Kimberly Uelmen
 - a. Those in attendance are highlighted in yellow above.
 - b. April 2021 Minutes
 - i. Nick made motion to approve. Jim K. seconded the motion.

3. Treasurer's Report – Conner Larsen
 - a. PPP/EDIL grant
 - i. Based on Connor's research, HSBPA does not qualify for this opportunity because most of HSBPA's revenue comes from the newspaper.
 - b. Budgets:
 - i. Newspaper: Revenue \$5,700, Expenses \$5,200
 - ii. Operating: Revenue \$278, Expenses \$1,000
 - iii. Charitable: Revenue - small amount of interest

4. President's Comments – Ilya Dayter
 - a. Dismiss Board of Directors who have not attended
 - i. Discussion about how to remove directors for failure to attend meetings. It was shared that Board of Directors must attend three meetings in a year, according to the bylaws. Discussion about whether we should simply remove these directors or to allow them to resign. Decision: Jim L. will contact Krystal and Ken to ask them to resign.
 - b. Dylan and/or Ryan – possible new board members
 - i. Health and Motion Chiropractic: opened in May 2020. They are joining today to observe the meeting in order to decide if they want to be board members.
 - c. Two new member applications
 - i. Mainstream Boutique and Duck Creek VFW
 - ii. Ilya made motion to approve both. Jim L. seconded the motion.

- d. Best of the Bay spotlight
 - i. Discussion whether we want to spotlight the Best of the Bay winners in a newspaper ad or article. We will move ahead with this.

5. Community Reports

- a. Village of Howard – Dave Weise
 - i. Single family homes: On pace with last year. Thirty-five new single-family homes. Average cost is \$359,000 per home whereas last year was \$289,000.
 - ii. Velp Avenue Trail: Development is beginning, following a grant.
 - iii. Quarry: Will be resident-only this summer. Wristbands are available online.
 - iv. Youth Programs: Coming back this year. Only a few openings left. Youth practices and leagues have begun.
 - v. Apartments: Board approved 72-unit apartment project behind Wipfli.
 - vi. Business Updates:
 - 1. Axe throwing venue: Looking to go in where Family Dollar was.
 - 2. Bacon Burger: Behind McDonald's
 - 3. Dollar Store: Moving from Suamico to ShopKo Express building.
 - vii. 29/BB interchange: Broke ground in hopes of being completed by fall 2022.
 - viii. Howard Commons: Extend the road to be a through road.
 - ix. Naming rights of public pavilion space: Looking to open in spring 2023. Up for Board vote soon.
- b. Village of Suamico – Leah Hackmaster
 - i. Health and Motion Chiropractic is partnering with Suamico for Fit in the Parks, which begins in June. Yoga in the Park also begins in June.
 - ii. Looking for donations for Calavera Park expansion. Goal: raise \$10,000. Contact Leah Hackmaster for more information.
 - iii. Developing Vickory Doctor Park to be a picnic area and the shoreline will be for fishing. To be completed in June 2021.
 - iv. Fire Station: Formal opening in summer.
- c. Howard-Suamico School District- Kimberly Uelmen
 - i. Medical Health Action Team (MHAT), led by Damian LaCroix and Dr. Ashok Rai, has been formed. The purpose of MHAT is to provide monthly recommendations to the HSSD Board of Education and Superintendent on safety, data, and thresholds, based on the latest science, data, and information.
 - ii. Referendum: Planning has already begun. Bay View and Forest Glen visioning teams meeting regularly with EU:A, the architect. More information at www.hssdschools.org/referendum.
 - iii. Graduation: Will be held in person, outdoors at Bay Port.
 - iv. Athletics: Fall season is concluding and spring season is in full swing.
 - v. Summer School: In-person Summer School will be held. Courses filled up quickly and additional seats are being opened this week. More information at www.hssdschools.org/community/summer-school.
- d. Greater Green Bay Convention & Visitors Bureau – Julie Gerczak
 - i. Tourism is back!
 - ii. USA Hockey tournament was here last weekend.
 - iii. Tourism can't find workers.
 - iv. Two tour groups in town last week: one from IL and one from WI.
 - v. State baseball at UWGB and Bay Port in July.

6. Committee Reports

a. Programs – Member Resources

- i. Katie P. reported that there was a meeting for Howard-Suamico Shopping Days, which will take place the first week in August. They discussed how to bring excitement around the event and how to keep resources local.
- ii. Bob S. shared that people are interested in the June HSBPA event. Discussion whether we should welcome cash or check at the door. Decision: only digital payment will be accepted, either before the event or at the event. Cash/check will no longer be accepted.

b. Nominations

- i. No report.

c. Newspaper – Bob S.

- i. Newspaper committee met and they found a mailing route to eliminate, which will help with expenses. This route is mainly in Green Bay.
- ii. YTD: \$1,300 loss
- iii. Bob S. is proposing an ad rate increase of about 5%. The front-page ads which will see an 8% and 7.5% increase. Further, he is proposing to add sponsorship to the back page. These increases will be effective July 2021. The most recent ad rate increase occurred in June 2019. The goal of these updates is to assist HSBPA in revenue.
- iv. Mallory C. asked if there is a way for people to sign up for notifications for the Community Bulletin. This could help businesses who enjoy HSBPA to receive more information about HSBPA. Currently, there is not a system to do this besides the current email system. Bob S. will look into adding a button for this.

d. Social Media

- i. Bob S. reported that he personally follows all new businesses on Facebook. Therefore, he sees their posts and shares their posts on the HSBPA or Community Bulletin Facebook pages.

e. New business

- i. Power of Dance: Senior kick team won gold at Worlds.

7. Adjournment

- a. 9:20 a.m.
- b. Tom V. made motion to adjourn. Jim L. seconded the motion.