

# Howard Suamico Business and Professional Association

## Board of Directors Meeting

Wednesday, August 11<sup>th</sup>, 2021 – 8-9:30 a.m.

Howard Suamico School District Office

I. Call to Order – Ilya Dayter, President

Board Members:				Ad Hoc	
	Brian Peterson		Nick Klimek		Julie Gerczak-excused
	Ilya Dayter		Ryan Tachick/Dylan Wenzel		Kimberly Uelmen
	Cindy Schmidt		Katie Presser		Alex Kaker-IP
	Mallory Cornelius				Bob Strazishar
	James Lewis -excused				Dave Weise Paul Evert
	Conner Larsen				Jamie Hanner
	Jim Knopf				Leah Hackmaster (for Alex Kaker)
	Tom VandenHeuvel				Kim Decur
	Damian LaCroix -excused				

\*11 board members needed to vote

I. Call to Order

- a. 8:04 a.m.

II. Meeting Approval by Board of Directors

- a. June 2021 minutes to be approved via email
- b. July 2021 minutes to be approved via email

III. Secretary’s Report

II. Treasurer’s Report

- a. Newspaper – Revenue: \$4,680.94 | Expenses: \$4,902.20 | Ending Balance: \$6,232.64
- b. Operating – Revenue: 2,592.77 | Expenses: \$1,763.88 | Ending Balance: \$2,404.02
- c. Charitable: Revenue: \$.02 | Ending Balance: \$3,515.01
- d. IRS is looking into 2018 tax return. IRS received Connor’s verified letter and the IRS replied saying they need more time. It is in the IRS’s hands.
- e. 2021 YTD:
  - i. Newspaper account: predicted \$6,262.22 annual loss
  - ii. Operating account: predicted \$1,555.46 annual loss
- f. Regarding dues, the goal is to be in line with like-sized organizations. Bob will research and bring back two options. The Board will vote on which option to install.

IV. President’s Comments – Ilya Dayter

- a. CP Center Speaker

- i. Wants to speak to HSBPA about activities at the CP Center. Ideas: ask them to speak about activities they offer that businesses in Howard and Suamico don't already offer or reach out to the YMCA to see if they are ok with it. Ilya will ask the CP Center to come back to us next year.
- b. Bank of Luxemburg
  - i. Has applied to be a new member. They own land in Howard and broke ground.
  - ii. Motion to accept Bank of Luxemburg as a member. Ilya D. made motion to approve, Katie P. seconded the motion. Motion approved.
- c. Truyman Haase Zahn Insurance Group
  - i. This business is located in a home in Suamico. Physical locations in Seymour and Appleton. We are holding on this decision until more research is complete.

#### V. Community Reports

- a. Village of Howard – Paul Evert
  - i. No report.
- b. Village of Suamico
  - i. No report.
- c. Howard-Suamico School District – Kimberly Uelmen
  - i. School begins September 1, 2021. Masks will be strongly recommended. To view calendar, visit [www.hssdschools.org/district/calendars](http://www.hssdschools.org/district/calendars).
    - 1. The Giving Tree Back to School Event is today, August 11 at The Giving Tree.
    - 2. Staff return August 18.
    - 3. Open House is August 24.
  - ii. Facilities Update: close to the end of the schematic design process. [Learn more here](#).
  - iii. Athletics: baseball took second at state, track & field sent athletes to state, boys tennis sent a doubles team to state.
- d. Greater Green Bay Convention & Visitors Bureau – From Julie
  - i. No report.

#### VI. Committee Reports

- a. Programs –Member Resources
  - i. Notices to be sent November 1, 2021.
- b. September Event – Wine Tasting
  - i. Wine Tasting on Thursday, September 23. Thought is to charge \$30 for the event. Cindy is having difficulty getting in touch with the business. Josh Kennedy from iCore will show people how to take proper pictures of wine and food for social media.
- c. Casino Night
  - i. Planning for March 10, 2022 at Townline. Idea: email and mail invites.
  - ii. Scholarships dollar amounts are determined after we know the revenue from Casino Night.
- d. Gift Certificates
  - i. We used to give gift certificates to board members who have served for five years. This year, there is a member who does not attend. Discussion whether this member should receive a gift card. Decision is not to give this member a gift card.
- e. Nominations
  - i. None.
- f. Newspaper – Bob S.
  - i. Howard Suamico Daze
    - 1. Thirteen businesses participated. On HSBPA Facebook for those four days, HSBPA posted 8-9 times per day to promote Howard Suamico Daze.
    - 2. In the paper, we ran a contest. Businesses donated prizes to the winners. Received 67 entries and three were entered into the drawing for the prize.
  - ii. Goal: bring life back to the newspaper.
    - 1. Ideas:

- a. Today, Bob is sending via mail a letter targeted at those who have never advertised or advertise once a year to provide a discount – 133 businesses will receive this letter.
  - b. Decrease circulation.
  - c. Decrease number of papers during the year. Ideas: send the paper every other month or every five weeks.
  - d. During slow times, select an industry and give dollars off an ad simply for being an HSPBA member.
  - e. Non-members who want to advertise. Discussion whether we should double ad rates for those businesses.
- g. New Business
- i. For next time, if a board member sends a proxy, should that person be the board member or should that person become ad hoc?
  - ii. Village of Suamico – North Shore is doing a coin fundraiser for them. Stop by the branch for shirts, coin counting, and fun.

## VII. Adjournment

- a. 9:25 a.m.