

Howard Suamico Business and Professional Association

Board of Directors Meeting

Wednesday, September 8th, 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 -				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. 8:05am

II. Meeting Approval by Board of Directors

- a. August 2021 minutes approved

III. Secretary’s Report

II. Treasurer’s Report

- a. Newspaper – \$1300 decreased this month
- b. Operating – \$1800, back to where it was
- c. Charitable: \$.03 of interest
- 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. Connor suggest transferring funds from newspaper to operating accounts
 - i. Delay back of page instead (per Nick)
 - 1. Most in favor
- f. 2021 YTD:
 - i. Newspaper account: approx. \$5000
 - ii. Operating account: \$1800
- g. Regarding dues, Bob will research and bring back two options.
 - i. Based on survey of dues for area business associations/chambers of commerce, the following recommendations
 - 1. Annual membership (regular) \$139 \$0 initiation fee

- a. Transitioning out of initiation fee may be tricky as members have already paid
 - i. Possibly do this slowly over a 3 year period by decreasing fee
 - b. Or prorate fee based on when member joins
 - 2. Annual membership (non-profit) \$99 \$0 initiation fee
 - a. Will have to define what non-profit is
 - i. Possible definition: Must be tax-exempt entity
 - 3. Members receive listing in Business Directory on back page of monthly Community bulletin plus \$XXX credit towards one ad
 - 4. Community Bulletin ad in any month in 2022 (except August and December)
 - 5. Directory listing on HSBPA's website
 - 6. Social media shares through HSBPA's Facebook page
 - a. 1008 followers as of today
 - ii. Possible idea of referral program
 - a. Free ad with referral of new member
 - iii. Future application and renewal forms may be revamped
 - 1. Cindy, Jim, Jim, Katie, Bob and Nick to meet via Zoom to work on new verbiage for renewal forms
 - 2. Katie will email previous form prior to meeting
- h. September Bottle Room Event – so far, no registrations.
 - i. Email blast may not be hitting every member of association
 - 1. 332 emails sent
 - 2. 18% open rate as of this morning
 - ii. Maybe blast on Facebook?
 - 1. "Limited availability", cutoff is 35
 - iii. Put future events in newspaper? Instagram or other platforms? Mailed flyers/newsletters?

IV. President's Comments –

- a. Tryman 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 – Alex Kaker
 - i. ATV/UTV ordinance update
 - ii. Crooked Joker (adult arcade/bar) moving into spot between Gallagher's and Roots
 - iii. Experience Fitness shut down
 - iv. Village Board appointed Skye VanRossum as Village President until 2022 special election
- c. Howard-Suamico School District – Kimberly Decur
 - i. The '21-22 school year is off to a positive start
 - ii. Our theme for the year is "Let's Bring Humanity Back" (i.e. to honor Heidi Hussli and promote compassion in our community.)
 - iii. We are using "The World According to Mr. Rogers" as our book study to apply important things Mr. Rogers said to remember!
 - iv. Be sure to check our website for the most current list of all events, games, plays, etc.
 - v. The Board of Education Annual Meeting is 9/27 at 6pm
- d. Greater Green Bay Convention & Visitors Bureau – From Julie

VI. Committee Reports

- a. Programs –Member Resources
 - i. Notices to be sent October 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
- e. Nominations
 - i. None.
- f. Newspaper – Bob S.
 - i. Goal: bring life back to the newspaper.
 - ii. Ad revenue for Sept only \$25 less than Sept of 2020
 - iii. \$1743 cumulative deficit for the year
 - iv. Newspaper rule change on who can advertise - discussion for next month
- 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. Jim moves to adjourn at 9:19
 - i. Alex seconds