

Howard Suamico Business and Professional Association

Board of Directors Meeting

Wednesday, January 12, 2022 – 8-9:30 a.m.

Howard-Suamico School District Office

I. Call to Order – Nick Klimek, President

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

I. Call to Order

- a. 8:02 a.m.

II. Meeting Approval by Board of Directors

III. Fox Cities Magazine – Ruth Ann Heeter

- a. Fox Cities Magazine main focuses: what to do and where to eat. Also includes history, wellness, etc.
- b. Each issue has a theme. Each July edition is called Worth the Drive. In July 2022, it will be featuring Beaver Dam, Howard-Suamico, Kohler, and Cedarburg. The main focuses will be hiking and ice cream shops.
- c. Readership: 60,000 per issue (print and online). Mailing goes to active members of community: Chamber list, business leaders, advertisers, Rotary, Boards, etc. Also goes to bulk mailing lists for museums, Chambers, downtowns, etc. The July 2022 edition will be distributed in Howard and Suamico, since they are featured.
- d. Ruth Ann is here today to provide ad options. Deadline for ads: May 2022 (the sooner the better).
- e. HSBPA discussed purchasing a one-page (\$1,650) or two-page (\$2,970) spread for Howard and Suamico businesses. In this case, HSBPA would reach out to HSBPA members to fill the page(s). As the pages fill up, the price will be determined by the size of the ads.
 - i. Some believe it is a great opportunity to show HSBPA members support of their businesses. Others believe it is a financial risk. Discussion about getting commitments prior to signing with Fox Cities Magazine for this ad.
 - ii. Bob S. suggests an email and direct mailing. Discussion if the mailing should be a postcard or a letter. Bob will email final cost comparison to Board. Be sure to respond to Bob.
 - iii. The thought would be to include nine ads per page. The cost would be \$175 per ad for members, \$300 for non-members, businesses would ask about availability for larger ads.

IV. Secretary's Report

- a. December Minutes: Katie P. made motion to approve. Cindy S. seconded the motion. Motion carries.

II. Treasurer's Report – Connor Larsen

- a. Membership Dues YTD
 - i. Reach out to members who have not renewed. Nick will send list of those who need to renew and we will sign up to reach out to these businesses.
- b. Newspaper ending balance: \$9,988.88

- c. Operating ending balance: \$16,882.45
- d. Charitable ending balance: \$2,015.14
- e. 2021 Budget:
 - i. Newspaper: Income was \$113.32 (we projected loss of \$6,262.22).
 - ii. Operating: Income was \$9,323.47 (we projected loss of \$1,555.46).
- f. Tom V. made motion to approve Treasurer's Report. Jim L. seconded the motion. Motion carries.

IV. President's Comments – Nick Klimek

- a. Bylaws – Open questions or concerns? (*discussion moved to next month due to time constraint*)
 - i. Purpose of Organization
 - ii. Committees - Members
 - iii. Sub-Memberships – Remote Businesses
- b. Board Members
 - i. In need of board members. If you know anyone, let Nick know. Need minimum of 10 or maximum of 14.
- c. 2022 Goals (*discussion moved to next month due to time constraint*)

V. Community Reports

- a. Village of Howard – Paul Evert
 - i. Provided written building inspection permit summary.
- b. Village of Suamico – Alex Kaker (Absent)
 - i. Crooked Joker to open in March.
 - ii. Fast food chain looking to open in Urban Edge.
 - iii. Sky Van Rossum is running unopposed for one year term.
 - iv. Three candidates running for spots on board.
 - v. Actively recruiting two employees.
- c. Howard-Suamico School District – Kimberly Uelmen
 - i. COVID-19: Following survey feedback from HSSD families, masks are strongly recommended as of January 3. We are currently experiencing the highest number of staff and student cases ever. District Office staff have been added to sub lists. [Visit our dashboard for the details.](#)
 - ii. Facilities Update: We are discussing a spring date for a groundbreaking. Preparation work at all of our schools is being completed. The most significant updates will take place at Bay View and Forest Glen.
 - iii. The Board meeting on Monday was held at UWGB. Each year, one Board meeting is held at a post-secondary education institution for a linkage. On Monday, there was great conversation regarding social emotional wellness and how it has transformed during the pandemic, as well as how post-secondary institutions are placing less emphasis on ACT scores, as they focus on equity.
 - iv. Winter sports are in full swing. Come check out a contest!
 - v. Suamico 4th grade students taught Bay Port IB English students how to program robots. IB English students will then use this information for their semester project.
 - vi. Brock Bartol, Bay Port freshman, is on Team USA Luge.
 - vii. Golden Apple nominees will be published January 16.
 - viii. HSSD is proud of our teachers and staff for their dedication and flexibility throughout the pandemic, especially the past few weeks.
- d. Greater Green Bay Convention & Visitors Bureau – Julie Gerczak
 - i. Working on year-end reports. Hoping the Packers go to the Super Bowl. Hoping there will be two games in January.
 - ii. Destination Guide to be published in February.

VI. Committee Reports

- a. Newspaper – Bob Strazishar
 - i. No report.

b. Events – Cindy Schmidt

- i. Casino Night: Keep the event in March so that it is well-timed with scholarships. Plan was to have it at Townline, but Townline has not renewed membership. Cindy S. will reach out to Townline. Connor reported that, even if we do not have Casino Night, we have dollars to give a couple scholarship as past winners did not claim them.
- ii. Christmas in July: Moved from January to July due to COVID. Decided to keep it in 2022 rather than pushing it out to 2023. Future discussions to occur regarding menu.

VII. Adjournment

- a. Cindy S. made motion to adjourn. Tom V. seconded the motion. Motion carries. Adjournment at 9:30 a.m.