

Howard Suamico Business and Professional Association

Board of Directors Meeting

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

Howard-Suamico School District Office

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

- I. Call to Order – Nick Klimek, President *8:00 am
 - a. Call to order at 8:01 a.m.
- II. Meeting Approval by Board of Directors *8:00 am
- III. Secretary's Report *8:03 am
 - a. Those in attendance are highlighted in yellow above.
 - b. Cindy S. motioned to approve January 2022 minutes. Katie P. seconded the motion. Motion carries.
- IV. Community Reports *8:05 am
 - a. Village of Howard – Paul Evert
 - i. No report.
 - b. Village of Suamico – Alex Kaker
 - i. Road projects: Village Board approved road construction, totaling \$840,000.
 - ii. RC Motors (remote control lawn mower service) will move and build in a new location on E. Deerfield.
 - c. Howard-Suamico School District – Kimberly Uelmen
 - i. Dance Team took first at state in kick.
 - ii. Boys swim won conference championship. Sectionals is this weekend and state is in two weekends.
 - iii. Middle school musical, *Newsies*, is March 10-12.
 - iv. HSSD Operations Department will talk with FG and BV staff Friday regarding facilities updates beginning this spring.
 - v. COVID-19: positive cases have decreased, which has helped with staffing.
 - vi. Parent/Teacher Conferences are February 22 and 24. Sign-ups begin this Friday. Parents, keep an eye on your email to sign-up.
 - vii. The 2022-23 at-a-glance calendar is on the website.
 - d. Discover Green Bay – Julie Gerczak
 - i. Governor Evers presented Discover Green Bay with a grant for \$2.5 million. Ground will break on the visiting center soon near Cabela's.
 - ii. State bowling tournament every weekend from January-May in Ashwaubenon.
 - iii. Sports and leisure are top earners right now. Conventions are coming back slowly.
- II. Treasurer's Report – Connor Larsen *8:20 am
 - a. Ending balances:
 - i. Newspaper: \$6,739.90

- ii. Operating: \$16,284.34
 - iii. Charitable: \$3,015.17
- b. Katie P. made motion to approve treasurer's report. Alex K. seconded the motion. Motion carries.

IV. President's Comments *8:25 am

- a. Members - awaiting renewal for 2022
 - i. Anduzzi's – Jim L. following up
 - ii. Breadsmith
 - iii. Chambers Financial Group – Alex K. following up
 - iv. CCM Counseling – Jim L. following up
 - v. Custom Laminating Specialists – Nick K. following up
 - vi. Dr. Dave Barber – dues returned to sender
 - vii. Uncle Sam's – invalid check – Katie P. following up
 - viii. Improved Living Services
 - ix. Jacob's Well Church
 - x. Kropp's Supper Club
 - xi. Sanimax – possibly sent a check in
 - xii. Wells Fargo – Nick K.
 - xiii. Seasons to Taste LLC – wasn't a member
 - xiv. Hey Daisy - wasn't a member – Katie P. following up
- b. New Membership Requests *8:25 am
 - i. Kompelling Kars – vehicle rental (like an Air B&B)
 - 1. Physical and mailing addresses are different. Business appears to be in Green Bay. Nick K. will follow up with Kompelling Kars to learn more before HSBPA approves or denies.
 - ii. JB Cycle and Sport
 - 1. New owner.
 - 2. Jim L. motioned to approve JB Cycle and Sport to be a member. Tom V. seconded the motion. Motion carries.
 - iii. Edward Jones
 - 1. Bob S. took a call from Edward Jones. Looking to start a business association like HSBPA in Hobart.
- c. Board Member Survey Recap *8:30 am
 - i. Nick K. thanked board members for completing the board member survey. He provided a compilation of the anonymous answers.
 - ii. Survey Highlights
 - 1. Why did you join? Highlights: networking, get people to shop in Howard and Suamico.
 - 2. What did you expect to accomplish on the board? Highlights: promote businesses, re-invent HSBPA, host fun events for community outside of members.
 - 3. Expectations of HSBPA and president? Highlights: streamline meetings, equal contributions from board members and members, open-minded ideas to support businesses, be more engaged outside of meetings.
 - 4. 2022 goals? Highlights: make difference in community, active participation from members, evaluate mission and goals, host 3+ events, community spotlight in newspaper, create member committees.
 - 5. 2025 goals? Retain and increase members, be known as an active and valuable partner, shop Howard and Suamico first.
 - iii. Ideas
 - 1. Look at other business associations to see what they provide as incentives to businesses.
 - 2. Katie P. will research Pulaski, Ashwaubenon, and Green Bay Chambers to see what incentives they provide.
 - 3. HSBPA is the only business organization in the area that includes borders. (Possible talking point for a future meeting.)

4. Add VIP information on the website, which could include 5% off on the third Friday of the month, a free cup of coffee, etc.
 5. List of services we can help each other with (with parameters).
 6. Discussion regarding ideas for becoming more involved will move to the March meeting.
- d. Bylaws – Open questions or concerns? * 8:50 am
- i. Reviewed bylaws and discussed whether or not HSBPA is fulfilling its purposes as listed in the bylaws. Discussion about what our purpose is.
 1. Board member task for March: bring three to five purpose ideas to the March meeting for further workshopping.
 - ii. Board of Directors – bylaws currently state that there should be at least 10 board members. We need to reach out to business partners to recruit more directors. Question asked about why there are no term limits for board members.

VI. Committee Reports *9:10 am

- a. Newspaper – Bob Strazishar
- i. Bob S. reported that there is a shortfall of \$1,200 for first two months of the year. Last year at this time was a loss of \$400, which included bulk mailing fee. Historically, first quarter is rough. Goal is to break even.
 - ii. Struggle is finding advertisers.
 - iii. Bob S. will redo promo folders. Katie P. will look at wording. Nick K. will review and edit.
- b. Events – Cindy Schmidt
- i. Casino Night
 1. Naming Sponsorship: Michelle from Savoye reached out because she and her husband's business, Redd's, would like to share naming for this sponsorship. Group agreed it is a good idea. Cindy S. will follow up with her to tell her HSBPA approves of this.
 2. Cindy and Mallory need help with getting sponsorships. The sponsorship listing was sent as a reminder email by Mallory following this meeting. Mallory and Cindy have email scripts for you to use.
 3. If you are going to a business, add it to the notes section and look at the notes section to see if anyone else has reached out to that business.
 4. Promotion:
 - a. Bob S. offered to design and send a postcard to all businesses – cost would be \$149. Will add an incentive – bring the postcard to the event and get five free chips.
 - b. Facebook event – linked to where people can purchase tickets.
 - c. Email – included link to ticket purchase. Also included in the Suamico e-newsletter.
 - d. Kimberly will ask Damian how he promoted Casino Night in the past. Upon following up, he emailed Bay Port staff to ask them to purchase a table.
 5. Decided to print posters to hang up in businesses because it's cheaper and will have better reach.
 6. Tickets: Kimberly U. sent Cindy and Mallory the link to the HSSD Print Center. Discussion about printing on a laser jet printer.

VII. Adjournment *9:30 am

- a. Adjourned at 9:33 a.m.
- b. Tom V. made motion to adjourn, Bob S. seconded the motion. Motion carries.