

Howard Suamico Business and Professional Association

Board of Directors Meeting

Wednesday, June 8, 2022 – 8-9:30 a.m.

Howard-Suamico School District Office

Board Members:		Ad Hoc:
Ilya Dayter (excused)	Nick Klimek (excused)	Julie Gerczak
Cindy Schmidt (excused)	Ryan Tachick/Dylan	Kim Decur
Michell Bartlein	Katie Presser	Bob Strazishar
James Lewis (excused)	Damian LaCroix/Kimberly Uelmen	Dave Weise/Paul Evert
Connor Larsen		
Katie Longsine	Alex Kaker/Nick Lemke	
Tom VandenHeuvel	Blake Olejniczak	
Nathan Grmick		

- I. Call to Order – Katie Longsine, Vice-President *8:00 am
 - a. 8:05 a.m.
 - b. Not enough members in attendance to vote. Emails will be sent to board members for voting.

- II. Secretary’s Report *8:02 am
 - a. Tom V. made motion to approve May 2022 secretary report from. Ryan T. seconded the motion. Voting to take place via email.

- II. Treasurer’s Report – Connor Larsen *8:05 am
 - a. Connor L. reported the following ending balances:
 - i. Newspaper: \$4,357.13
 - ii. Operations: \$21,486.78
 - iii. Charitable: \$3,015.27

- III. Community Reports *8:10 am
 - a. Village of Suamico – Alex Kaker/Nick Lemke
 - i. No report.
 - b. Village of Howard – Paul Evert
 - i. No report.
 - c. Howard-Suamico School District – Kimberly Uelmen
 - i. Groundbreakings: June 2 featured the official beginning of work following the successful April 2021 referendum. A groundbreaking took place at Forest Glen and a wallbreaking at Bay View. Thanks to all local businesses and community members who attended. View the construction schedule and more on the HSSD website: <https://www.hssdschools.org/community/facilities-update>.
 - ii. Leadership HSSD: The Class of 2021-22 had its final meeting of the year May 26. General feedback was positive. As a leader, or if you know a local leader, who may benefit from being part of Leadership HSSD, apply on the website: <https://www.hssdschools.org/community/leadership-hssd>.
 - iii. Bay Port Commencement: Sunday, June 12 at 2 p.m. on the Bay Port football field. The event will also be live streamed.
 - iv. Athletics: Two Track & Field athletes placed second in state (pole vault and discus). Baseball is statebound.
 - d. Discover Green Bay – Julie Gerczak
 - i. Groundbreaking for new building on June 28 at 9:30 a.m. across from Cabela’s. Official work will begin in September and the goal is to be in the building next June. Julie G. will send invites.

- ii. June 16: First cruise ship will be coming to town.
- iii. Looking forward to release of Packers Training Schedule.
- iv. Planning to partake in many parades this year.

VI. Committee Reports *8:25 am

- a. Future of Committees (Nick) *8:25 am
 - i. Discussion regarding committees. General consensus is that the HSBPA Board likes the committee structure as Board discussions are more efficient because the bulk of the discussion (details) occurs at the committee level.
 - ii. General feeling that we send too many emails among committees/board. Is there an app or a system we can collaborate on? Discussion about Google being a solution. It is shareable, you can send an email by leaving a comment or sending a regular email, or you can make an update without emailing.
- b. Events *8:30 am
 - i. Christmas in July: Bob S. reported that promotional materials are on website and were sent via email. Will send a postcard, too, because there have been no responses. The postcard will include a callout about Howard-Suamico Daze as well.
 - ii. Howard-Suamico Summer Daze:
 - 1. Cindy S. and Julie G. are meeting next Wednesday to discuss the event.
 - 2. Bob S. suggested we consider reaching out to non-HSBPA members by creating an incentive (reduction of dues, reduction of an ad, etc.) to entice more businesses to participate and to join HSBPA.
 - 3. Letter being sent to potential participants.
 - iii. Legality issues: HSBPA does not have proper gaming licensing, so the cribbage tournament is cancelled for now. Events that involve chance (Casino Night and cribbage tournament) are not allowed. Events that involve skill (bags tournament, etc.) are allowed. We need to update our licensing or alter our events.
- c. Communications *8:45 am
 - i. Bob S. shared the following regarding the newspaper:
 - 1. Newspaper ads: drive non-HSBPA members to pay for ads ahead of time online.
 - 2. Last rate increase was June 2021. Bob would like HSBPA to discuss raising prices 5-8%. He has identified this as a need to discuss. This will be discussed at a future meeting when more HSBPA Board members are in attendance.
 - 3. We are about short \$500 each issue (which is a only half page ad). Bob S. says we are close to breaking even, we just need more ads or a solution to generate that revenue.
- d. Member Engagement *9:00 am
 - i. Katie L. shared:
 - 1. Feedback states that HSBPA members are willing to pay more to get their business out there. Cutting newspaper routes may be concerning for advertisers.
 - 2. The committee divided HSBPA members into four groups and have designated a point of contact for each member. The goal is to contact each business once a year with the hopes of increasing touchpoints moving forward.
 - 3. Currently, the committee is working on creating a list of questions so the conversations with businesses are consistent.
- e. Bylaws – Purpose of Organization *9:15 am
 - i. Last meeting, a new mission statement was proposed. Only feedback was to add a comma. HSBPA will move forward with the new mission statement. Next is working on the bylaws.

IV. President's Comments *9:20 am

- a. Recap: Career Fair *9:20 am
 - i. The event was a success! More than 30 businesses participated. Bay Port asked if HSBPA would host a fall and spring Career Fair. Noticed that underclassmen attended. How can we get

upperclassmen to participate? Kimberly U. shared that more students attended during Pirate Time rather than lunch. Moving forward, suggestion to host the event during Pirate Time only.

- b. Recap: Fox Cities Magazine *9:25 am
 - i. Bob S. shared a draft of the design that will be in the Fox Cities Magazine.
 - ii. Tom V. shared he feels the Howard-Suamico Daze ad looks like it occurs at night. Bob S. will update it to be brighter.
- c. Recap: Welcome Party (Katie Longsine) *9:26 am
 - i. Held at Tiletown Brewing Company. More than 100 people attended, including a mix of community partners. 888 Cheese & Co. was a vendor, along with other vendors outside of Howard-Suamico. Mallory C. and Michele B. hosted HSBPA's table, including a bag toss game. Savoye, Design a la Mode, and Bearcats provided giveaways, which was a great way to showcase our members.

V. Adjournment *9:30 am

- a. 8:53 a.m.