

Howard Suamico Business and Professional Association

Board of Directors Meeting
Wednesday, September 14, 2022 – 8-9:30 a.m.
Howard-Suamico School District Office

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

- I. Call to Order – Nick Klimek, President *8:00 am
 - a. 8:02 a.m.
- II. Secretary's Report *8:02 am
 - a. Tom V. motioned to approve August 2022 minutes. Cindy S. seconded the motion. Motion carries.
- II. Treasurer's Report – Connor Larsen *8:05 am
 - a. Newspaper Account: \$1,432.86
 - b. Operating Account: \$9,475.35
 - c. Charitable Account: \$11,194.11
 - d. Jim L. motioned to approve Treasurer's Report. Michell B. seconded the motion. Motion carries.
- III. Community Reports *8:10 am
 - a. Village of Suamico – Nick Lemke/Alex Kaker
 - i. No report
 - b. Village of Howard – Paul Evert
 - i. No report
 - c. Howard-Suamico School District – Kimberly Uelmen
 - i. Construction Updates Newsletter can be found on our website:
<https://www.hssdschools.org/community/facilities-update/construction-updates>. Includes latest updates from Forest Glen, Bay View, and any other school experiencing construction.
 - ii. Meadowbrook students saw science in action as goats are eliminating invasive species at Meadowbrook Park. The Village of Howard is leading the project, thanks to a grant from Cellcom.
 - iii. Annual Report was sent in the mail in August. It is located on our website. Annual Meeting and Budget Hearing is Monday, September 26, 2022 at 6 p.m. in the Bay Port Union. Annual Report on web: <https://www.hssdschools.org/community/publications>.
 - d. Discover Green Bay – Julie Gerczak
 - i. No report
- VI. Committee Reports *8:20 am
 - a. Events *8:20 am
 - i. September 28 - Lunch & Learn with Jim Lewis
 1. Only 4 people have registered. Share the information with your network so we increase attendance.
 2. Payment method is improved, thanks to Bob S.
 - ii. October 19: Cornhole Tournament and Social Networking at Ahnapee Brewery

1. Cindy S. talking to 888 Cheese about food. Awaiting response.
 2. Katie L. reported that they are working on two pricing structures: one price to compete in tournament, one to simply come to eat and drink.
 3. Goal: 16 teams.
- iii. November 4 - Career Fair
1. Nick K. is meeting with HSSD after this meeting. Will send information to Bob S. to be shared next week.
- b. Communications *8:35 am
- i. Member Spotlight
 1. Nick K. reported that there were two Member Spotlights in the most recent newspaper. Bob S. will be contacting two businesses, who advertise in the newspaper, to be the next Member Spotlights.
 2. There is a new section on the website for Member Spotlights.
 - ii. Board Member Spotlight
 1. Goal: to allow members to meet who HSBPA board members are.
 - a. Lineup: Nick K., Connor L., and Katie L.
 - iii. Newspaper Health
 1. The goal of the newspaper is to break even.
 2. Bob S. provided statistics from 2019-2022 regarding newspaper account details. The last time the newspaper was in the black was 2019.
 - a. 2019: +\$2,355.75
 - b. 2020: -\$1,808.42
 - c. 2021: -\$1,104.96
 - d. 2022: -\$4,206.93 (as of September 2022)
 3. Currently printing more than \$15,000 newspapers. This is due to increase in residents in Howard and Suamico. In the past, we were printing ~\$10,000.
 4. Our recent rate increase will help us to close the gap. What we need: to attract advertisers. Discussion regarding how to garner more funds. No decision was made. We need a short term and long term solution. Bob S. will lead a discussion with the Communications Committee to make a decision. Nick K. will send that meeting invite. Discussion topics are listed below:
 - a. Place more focus on increasing readers. Advertise sports, job openings? Have a sponsor for this? How would we get this info?
 - b. Partner with BP Journalism. Adviser pick best article to be featured in HSBPA newspaper?
 - c. Circulation. We feel we've already reduced this to as small as we can go. There are a few neighborhoods in Pittsfield we could stop sending to, but then Howard residents won't receive the newspaper either. Rotate routes to cut?
 - d. Color. Could we do color for the shell rather than the whole publication? Can't do that with 8 page newspaper. Can only do that with 12 page papers.
 - e. Advertiser Opportunities. Be transparent about our goal of getting back to 12 pages when you go talk to the advertiser. Then make the advertising ask.
 - f. Less publications. Send quarterly? Could we only send to homes four times each year, still print every month but have them in businesses? Consensus was we cannot do this because advertisers like consistency.
 - g. Post Card. Could we send a post card to potential advertisers to garner their support?
 - h. Send email reminders to the Village of Howard and Village of Suamico to send information.
- c. Member Engagement *8:50 am
- i. No discussion
- d. Bylaws *9:00 am
- i. No discussion

IV. President's Comments *9:05 am

a. New Member Applications *9:05 am

- i. Cindy S. motioned to approve three new members (below). Jim L. seconded the motion. Motion carries.

1. NV Technologies Fire & Security
2. Velp Ave Storage
3. Bu-Tiffle Things Boutique

b. Associations Recap *9:10 am

- i. No discussion

V. Adjournment *9:30 am

- a. 9:29 a.m. Michell B. motioned to adjourn. Tom V. seconded the motion. Motion adjourned.