

# Howard Suamico Business and Professional Association

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

<b>Board Members:</b>		<b>Ad Hoc:</b>
Ilya Dayter	Nick Klimek - President	Julie Gerczak
Cindy Schmidt	Ryan Tachick	Bob Strazishar
Michell Bartlein	Katie Longsine - Vice President	Dave Weise/Paul Evert
James Lewis	Damian LaCroix/Kimberly Uelmen - Secretary	
Connor Larsen - Treasurer	Alex Kaker/Nick Lemke	
Tom VandenHeuvel	Blake Olejniczak	

- I. Call to Order – Nick Klimek, President \*8:00 am
  - a. 8:03 a.m.
  - b. Member Attendees – Justin Spettel, Core Insurance, and Anna-Lisa Hunter, Methodist Church
- II. Secretary's Report \*8:02 am
  - a. Jim L. and Julie G. suggested two changes.
  - b. Cindy S. made motion to approve with changes. Michell B. seconded motion. Motion carries.
- II. Treasurer's Report – Connor Larsen \*8:03 am
  - a. Newspaper: \$566.33
  - b. Operating: \$7,192.69
  - c. Charitable: \$11,195.60
  - d. Tom V. made motion to approve treasurer's report. Michell B. seconded the motion. Motion carries.
- III. Community Reports \*8:05 am
  - a. Village of Suamico – Nick Lemke/Alex Kaker
    - i. Tomorrow is open house for trail plan at Village Hall at 5:30 p.m., which gives the community an opportunity to show support, ask questions, etc. Depending how tomorrow goes, the trail plan could go in front of board as soon as November 21.
    - ii. Budget Public Hearing is November 14 at 6 p.m.
    - iii. Youth Dance Program starts tonight. Saturday is a bus trip to Chicago (147 attendees).
  - b. Village of Howard – Paul Evert
    - i. No report.
  - c. Howard-Suamico School District – Kimberly Uelmen
    - i. Career Fair was a success. Thanks to HSBPA for partnering with HSSD in this venture.
    - ii. Thanksgiving break: November 23-25.
    - iii. Third Leadership HSSD session is this Thursday. Members will learn about school finance.
    - iv. HSEF is celebrating 30 years. If a current or past HSEF partner, you may be receiving donation request. You'll soon be seeing a story to celebrate this anniversary.
    - v. State athletes: Reese Gustafon and Sam Lueick in XC, Kahli Stephens in tennis, girls golf team. If football wins this Friday, they go to the state championship on November 18. Tickets will be on sale after November 11 – stay tuned.
    - vi. Bay Port fall play, *Father of the Bride*, is this Thursday-Saturday at 7 p.m.
  - d. Discover Green Bay – Julie Gerczak
    - i. WIAA volleyball just finished state tournament at Resch Center. Welcomed great crowds.
    - ii. Going to a conference in WI Dells for professional development.
    - iii. Working on next year's budgets and plans.
    - iv. Holiday Reception at KI is November 30 from 5-8 p.m. Restaurant partners come with unique foods to showcase. All are welcome, RSVP required.

VI. Committee Reports \*8:15 am

a. Events \*8:15 am

i. November 2022 - Career Fair

1. Great event! Welcomed 53 businesses and students were interactive. The day prior to the career fair, students watched a promo video. Members were impressed by how well-prepared the students were.
2. Purposes: for business owners to teach students about variety of industries in Howard-Suamico and for students to apply for jobs.

ii. Corn Hole Event (October 2022) summary: nearly broke even financially, 100% of surveys stated they'd like to do another Corn Hole tournament, and Cashify wants to sponsor the event/future events.

iii. Future holiday event idea – people come into businesses and business owners explain what the business does and share gift ideas, then go to a happy hour at the Bottle Room. Discussion: it is a good idea but too late to solidify plans. Decision: add this idea to the June 2023 agenda so we can plan for December 2023.

iv. 2023 Agenda

1. January 12, 2023: Holiday party at Vandervest
2. March 2023: Casino Night. Group to lead: Michell B., Jim L., Cindy S., Nick K. Last year, raised funds for eight \$1,000 scholarships. Hoping to duplicate that.
3. April 2023: Brewers Bus Trip or corn hole tournament or Taste of the Village support
4. May 2023: Cribbage tournament at Station One. Contacts: Nick L. and Nick K.
5. June 2023: Summer Grilling Competition at Kimps – Michell B. will contact Kimps
6. July 2023: Wine tasting or corn hole
7. August 2023: Sidewalk Sales
8. Ideas: Indoor Golf Tournament – need point person, lunch and learns, partner with already-standing opportunities/events

b. Communications \*8:25 am

i. Member Spotlight

1. When requesting member spotlights, phrase it as a celebration.
2. If we do not have a member spotlight for a month, feature a board member business.
3. Cashify has offered to sponsor member spotlights.

ii. Newspaper Health

1. Letters sent to area businesses regarding a promotional advertising package at a discounted rate. Thus far, 12 entities registered, seven of which are new paid advertisers.
2. Received positive feedback regarding marketing: one via email and one via mail.
3. Discussion regarding why we do or not want to make a profit on the newspaper. In the end, we are a non-profit so all profits are put back into the organization.

c. Member Engagement \*8:35 am

i. Last year, lost 21 members. This year, gained 17 members.

ii. Opportunity to upgrade a benefit: member asked if we could help design and customize the message on Facebook ads. Bob S. feels this is a good idea and will look into it.

iii. Continuing to send member surveys.

iv. Dues notice went out. Bob S. asked when follow up letter should go out. Decision: late November, final notice in mid-December.

d. Bylaws \*8:36 am

i. In order to approve the bylaws and move them to the members, the HSBPA board needs to approve the bylaws. Thank you to Nick K., Katie L., Jim L., Alex K., and Blake O. for their work on this.

ii. Cindy S. made motion to approve bylaw changes. Michell B. seconded the motion. Motion carries.

#### IV. President's Comments \*9:00 am

##### a. New Member Applications \*9:00 am

- i. New Member applications: Katie L. made motion to approve. Cindy S. seconded motion. Motion carries.

- 1. Van Boxtel RV & Rental
- 2. Verdetta Insurance Agency, LLC
- 3. N.E.W. Landscape & Lawn Care LLC
- 4. Edward Jones – Ross Farley
- 5. Pool and Spa Warehouse

- ii. Two additional new member applications

- 1. Dutchmen Kettlebells LLC – not in Howard-Suamico boundaries.
- 2. THZ Insurance – applied with Suamico address, but headquarters is in Seymour. Nick K. will call THZ Insurance to confirm the location is in Suamico.
- 3. Jim L. made motion to disapprove Dutchmen Kettlebells LLC as a member and to table THZ Insurance for further review. Cindy S. seconded motion. Motion carries.

##### b. New Board Member \*9:05 am

- i. Mitch Mennen – Pfotenhauer Funeral Home

##### c. 2023 Officer Nominations \*9:07

- i. Nick K. is running for president again. Full slate will be sent to members for vote.
- ii. Directors whose terms are complete in 2022: Tom V., Damian L., Jim L., and Katie L.
- iii. Currently have 11 board members. Max we can have is 15.

#### V. Other Business

- a. IRS situation: KerberRose did not reply to an email from Jim L. as he requested payment assistance for the late filing. The KerberRose employee who was the HSBPA treasurer at that time is no longer with KerberRose. HSBPA paid the fine without assistance from KerberRose.
- b. New board members: Justin Spettel and Anna-Lisa Hunter are interested in becoming board members. Katie L. will contact Justin after the meeting to discuss involvement.
- c. Howard-Suamico Parade: looking for floats. Parade is December 3, 2022.

#### VI. Adjournment \*9:30 am

- a. 9:28 a.m. Michell B. made motion to adjourn meeting. Jim L. seconded the motion. Motion carries.