

Howard Suamico Business and Professional Association

Board of Directors Meeting

Wednesday, December 14, 2022 – 8-9:30 a.m.

Howard-Suamico School District Office

<u>Board Members:</u>		<u>Ad Hoc:</u>
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/Kim Decur - Secretary	
Connor Larsen - Treasurer	Alex Kaker/Nick Lemke	
Tom VandenHeuvel	Blake Olejniczak	

1. Call to Order – Nick Klimek, President *8:00 am
 - a. Member Attendee – Mitch Mennen & Alysha Kaiser – Pfothner Funeral Home
 - b. Member Attendee – Justin Spettel – Core Insurance
 - c. Member Attendee – Anna-Lisa Hunter – Suamico United Methodist Church
 - d. Member Attendee – Clint Kimps – Kimps Ace Hardware
2. Secretary's Report *8:02 am
3. Treasurer's Report – Connor Larsen *8:03 am
4. Community Reports *8:05 am
 - a. Village of Suamico – Nick Lemke/Alex Kaker
 - i. New signs have been installed
 - ii. Buzz Social is expanding, summertime will bring outdoor patio usage
 - iii. Taco Bell construction underway
 - iv. Pizza Hut going in on Velp
 - v. Know Your Local Government Series - new series Village of Suamico will be trying in 2023, looking for sponsors
 - b. Village of Howard – Paul Evert
 - c. Howard-Suamico School District – Kimberly Uelmen
 - d. Discover Green Bay – Julie Gerczak

- i. New building making progress
- ii. Milwaukee Food Tours met with Discover Green Bay recently for ship dock events to come in 2023
- iii. WIAA will have lacrosse tournament next year - hoping to have Green Bay host (possibly Bay Port)

5. Committee Reports *8:15 am

a. Finance*8:15 am

i. 2023 Budget – Operating

- 1. Connor to review his projection of our operating accounts
- 2. Nick to discuss operating cash balance – It is great to see that we have cash on hand but it is a sign that it is okay to spend some of our operating account to accomplish our mission.
- 3. Events/Communications/Other means to help our community in Howard and Suamico continue to grow and strive.

b. Events *8:20 am

i. Christmas Party

- 1. Cindy went through agenda
- 2. Bucket raffles to benefit Grit920
 - a. Limit to 2 wins per household
- 3. Last minute 50/50 raffle?
- 4. 24 people have signed up so far
- 5. Need to follow up with Bob on email receipt process

ii. Recap 2022

iii. Board Discussion:

- 1. Reflect on 2022 – What went well? Where is there room for improvement?
 - a. More diversified this year and innovative events
 - b. Brought new faces to events
 - c. Feedback about daytime event was that it was a good timeframe
 - d. Post-event surveys had good response - good practice to continue going forward
 - e. Weekday events were also easier to attend
 - f. Good way to reconnect with others post-COVID
 - g. Overall well-attended
 - h. Career Fair: Student feedback was good, impact in community
 - i. Idea: can we give students surveys to complete after the career fair?
- 2. Goals for 2023
 - a. Give enough time to plan future events
 - b. Communication: need to figure out how best to communicate upcoming events

- c. Have point people for events - an assigned person who is tasked with keeping the planning committee on track
 - d. Postcard mailer to advertise events - quarterly? annual?
 - e. Plan events where small businesses can set up and promote themselves (like On Broadway events held recently)
 - f. Lunch or breakfast event where small businesses can “brag” about themselves and explain who they are/what they do
 - g. More speaker events throughout the year
 - i. Alonzo Kelly - Suamico resident who speaks on leadership/professional development
 - h. Look at price point for some events - lower ticket price to increase attendance
 - i. Increase dues to include tier system
 - j. Change event contributions to align with budget planning time for businesses
- c. Communications *8:35 am
 - i. Recap 2022
 - ii. Board Discussion:
 - 1. Reflect on 2022 – What went well? Where is there room for improvement?
 - a. More frequent sharing of events that members have on Facebook
 - 2. Goals for 2023
 - a. Summer Days - need to plan out in advance to generate more traffic
 - b. New Member Benefit package
 - i. Including Tier Membership
 - c. Lots of brainstorming but not implementing these good ideas
 - i. taking/sharing photos from events
 - ii. Maybe set up Instagram account
 - d. Year-end recap video to share videos/photos from the year
 - i. Share video clips and photos to Slack and possibly outsource social media content creation
 - e. Community Bulletin - more content
 - i. Community Calendar/Community Events
 - f. Website is a #1 priority
 - g. Do a better job of helping promote businesses during special times throughout the year like Restaurant Week
 - h. Include more “meat” to connect with readers/viewers
 - i. Wellness portion
 - ii. Hardware How-To
 - i. Jobs classified section

- d. Member Engagement *8:50 am
 - i. Recap 2022
 - ii. Board Discussion:
 - 1. Reflect on 2022 – What went well? Where is there room for improvement?
 - a. Gained 23 new members
 - 2. Goals for 2023
 - a. Know who to contact in order to make sure to have the right (active) members
 - b. How do we garner more member/business engagement?
 - c. Try to better engage top-down (not just owners, but associates, etc.) to create loyalty within the community
 - d. Share ideas business to business
 - e. Business owner or professional mentorship program?
 - i. Recent retirees as resource
 - ii. Expand to not just business owners - anybody can benefit from mentorship
6. President's Comments *9:05 am
 - a. Communication – Michell Bartlein *9:05 am
 - i. Better internal communication
 - 1. Currently all over the place - need to find consistent means of communication
 - a. Email
 - i. make a folder for HSBPA stuff
 - ii. Be diligent about hitting "reply all"
 - b. Text - can't highlight conversations, inefficient
 - ii. Using Slack (versus email)
 - 1. Streamlined
 - 2. More functionality
 - 3. Better notification - easy to tell when there are new messages
 - 4. Would need to be all-in (all HSBPA communications are shared on Slack)
 - b. IRS Late Fees
 - i. Kerber-Rose will pay back what was paid in error but requesting future free advertising for bookkeeping purposes
 - c. HSBPA Awards *9:15 am - respond by next week if you have any nominations (will be awarded at Christmas Party). Cindy will send out the listing.
 - i. 2022 Business of the Year
 - ii. 2022 Volunteer of the Year
 - iii. 2022 Gordon Lenz Cornerstone Award
 - d. Board Members *9:25 am
 - i. Board members leaving us as of 12/31/2022:
 - 1. Ilya Dayter

2. Tom VandenHeuvel
- ii. Board members to be approved and begin term as of 1/1/2023:
 1. Mitch Mennen – Pfothenhauer Funeral Home - approved
 2. Justin Spettel – Core Insurance - approved
 3. Anna-Lisa Hunter – Suamico United Methodist Church - approved
 4. Clint Kimps – Kimps Ace Hardware - approved
7. Adjournment *9:34 am