



Howard Suamico Business and Professional Association

Board of Directors Meeting

Wednesday, December 13, 2023 – 8-9:30 a.m.

Howard-Suamico School District Office

Board Members:		Ad Hoc:
Nick Klimek, KAK Enterprises - <i>President</i>	Cindy Schmidt, Festival Foods	Julie Gerczak, Discover Green Bay
Katie Longsine, North Shore Bank - <i>Vice President</i>	James Lewis, Lewis & Van Sickle	Bob Strazishar, DC GrafX
Connor Larsen, WIPFLI - <i>Treasurer</i>	Michell Bartlein, Savoye Salon Spa	Dave Weise/Paul Evert, Village of Howard
Damian LaCroix/Kristin Rozek, HSSD - <i>Secretary</i>	Clint Kimps, Kimps Ace Hardware	Alex Kaker/Nick Lemke, Village of Suamico
Mitch Mennen, Pfotenhauer Funeral Home	Justin Spettel, Core Insurance	
Ryan Tachick/Dylan Wenzel, Health In Motion	Bryan Schwebke, Paramount Performance	
Scott Jandrin, Peshtigo National Bank (attended virtually)		

The Howard-Suamico Business and Professional Association is committed to supporting the businesses and professionals in Howard-Suamico by fostering growth and education, and strengthening member organizations in order to build a better community.

- I. Call to Order – Nick Klimek, President *8:00 am
 - a. Meeting called to order at 8:05 am
- II. Secretary’s Report – Kristin Rozek *8:02 am
 - a. Michell motioned to approve the meeting minutes from November, Katie seconded the motion
 - b. Micki Volk, College & Career Readiness Coordinator will be the incoming HSSD representative starting in 2024
 - i. It makes sense for Micki to be involved with HSBPA as her role is to connect with local businesses and community leaders
 - ii. She has already been partnering with HSBPA regarding the career and job fairs
 - iii. Her teaching background and experience in schools will benefit group discussions around school/business partnerships
- II. Treasurer’s Report – Connor Larsen *8:03 am
 - a. Newspaper account
 - i. Received ad revenue of \$5,012
 - ii. Balance of \$178.79
 - b. Operating account
 - i. Membership dues received of \$3,376
 - ii. Balance of \$10,057.65
 - c. Charitable Account
 - i. Interest income of \$5.50
 - ii. Balance of \$13,399.42
 - d. Mitch motioned to approve the treasurer’s report, Michell seconded the motion

III. Community Reports *8:05 am

- a. Village of Suamico – Nick Lemke/Alex Kaker
 - i. Brining has started on the highways
 - ii. Community members didn't know that HSBPA was behind the Community Bulletin
 - iii. Is it worth sending the monthly HSBPA agendas to the entire membership so members know what's going on?
 - 1. Bob mentioned that in the past the new member applications were approved during a closed session – if we start opening our meetings up to membership, this should be a consideration
- b. Village of Howard – Paul Evert
 - i. We held our first ever Tree Lighting Ceremony on November 20th at the Howard Commons Activity Center and had a very large turnout. The estimated turnout for the event was 3,200 people. Since that date we have been open Thursday-Sunday for ice skating and the biergarten has also been open. The Howard-Suamico Christmas Parade was well attended on Saturday, December 3.
 - ii. This month our plan commission will be reviewing a site plan for a Life Point inpatient rehabilitation hospital to be built behind the new Bank First building next to Meijer. It is a 2-story building with 62,000 square feet. The proposed facility is designed to provide state-of-the-art inpatient rehabilitation services consistent with best practices in the industry as well as the needs of the community it serves. They will employ up to 120 people, with 60 onsite at a maximum.
 - iii. The Plan Commission is also reviewing a small addition to Maplewood Meats that will add check-out space, some outdoor seating and will dress up the outside with new façade and signage.
 - iv. We have received a revised proposal from T. Wall investments for the United Health campus. This proposes the demolition of the existing building and parking lots and the construction of 4 and 6 story apartment buildings with 1,150 units upon project completion. The Plan Commission will review that in January.
 - v. We are on track to issue 95 single family home permits this year which is even more than last year's 87 single family home permits which is surprising in the face of higher building costs and interest rates compared to last year.
- c. Howard-Suamico School District – Kristin Rozek
 - i. The student career fair that was hosted by HSBPA and Bay Port went very well. There were more than 60 organizations represented and a nice media story from WFRV channel 5.
 - ii. The HSSD community newsletter should have arrived in mailboxes in the Howard and Suamico area, so watch for that communication.
 - iii. The ribbon cutting with Prevea for the Bay View Strength & Wellness Center is tomorrow morning. We are very grateful for Prevea's support of staff wellness!
 - iv. Eight new tennis courts at Bay View are now officially open, a grand opening was held last week.
 - v. Winter break begins on December 22, and school will resume on January 2.
- d. Discover Green Bay – Julie Gerczak
 - i. Awarded the U.S. Hockey combine at Cornerstone that will bring 1,000 people in each time
 - ii. Mulva Multicultural Center is now open – an outstanding building that competes with buildings across the country
 - iii. Enjoying the new Discover Green Bay building – everyone is welcome to visit!

VI. Committee Reports *8:15 am

- a. Events *8:15 am
 - i. Past Events
 - 1. RECAP - Holiday Party & Career Fair – December 7th
 - a. Career Fair – 60+ businesses attended and many students

- i. Positive survey comments
 - ii. Great media story that highlighted our partnership
 - iii. Goal to get more seniors involved in the future
 - iv. Did a BINGO card with stamps to encourage engagement – DECA students helped with this project
 - ii. Casino Night (Education)
 - 1. Always held it at Townline, but looking at moving it to the Duck Blind on March 13
 - 2. DECA has a 501c3 if we wanted to donate partial proceeds to them
 - iii. Goals 2024
 - 1. Michell would like a full-year calendar of events so everyone is on the same page
 - 2. If anyone would like to join the events committee, please let Katie know
 - 3. Discussion around if the variety of events we are hosting is worth our time/energy
 - 4. Could we put more of the ownership of events on the businesses who are hosting?
 - 5. Justin would like to design a flyer for each upcoming event once an event calendar is formed
 - 6. Bob discussed a tiered membership option
- b. Communications *8:30 am
 - i. Newspaper Recap
 - 1. Total ad revenue for 2023 was \$71,577
 - 2. Total cost per delivered paper was 39.2 cents
 - 3. 2024 cost increase will be about +9.6%
 - ii. Keep it Local Promo
 - 1. 37 total ads placed (1 in 5 members advertised)
 - 2. 25 businesses participated
 - 3. 23 businesses received a credit on 2024 dues
 - 4. 2 businesses received a discount on advertising
 - 5. Total net revenue was \$7,974
 - 6. First time we had a 12-page paper since August of 2021
 - iii. Goals 2024
 - 1. In the future can the communications committee bring a recommendation forward to the board so the conversation can be more streamlined?
 - 2. Mitch offered to be part of the communications committee
 - 3. Michell will confer with Nick on a plan of action for the future
- c. Member Engagement *8:40 am
 - i. Goals 2024
 - 1. Clear direction of how to move forward
 - 2. Upcoming events will be a big factor in member engagement next year
 - 3. Want to create a hometown feel where people know the business owners and create a stronger community
 - 4. So far we have collected 55% of dues – they are due on December 15
- d. Communications Committee
 - i. Goals 2024
 - 1. Set recurring monthly meeting dates and times
 - 2. Continue updates with the website
 - 3. Continue newspaper growth by offering three promotions in 2024
 - 4. Increase social media followers to 1,350
 - 5. Finalize member benefit package for recruitment
 - 6. Consider text capabilities with members

IV. President's Comments *8:50 am

- a. New Member Applications: *8:50 am
 - i. Gilligan's Bar and Grill
 - 1. Mitch motioned to approve their application, Jim seconded the motion
 - ii. American Parkinson Disease Association
 - 1. They are a local chapter of a larger organization
 - 2. Nick will get more information and bring their application back to the next meeting
- b. Thanking Cindy Schmidt for HSBPA Services over the years *8:52 am
 - i. Cindy will attend the next meeting to say goodbye and introduce the new Festival representative
- c. Thanking Connor for HSBPA Services the last 3 years *8:53 am
- d. Nick reviewed the 2023 HSBPA Recap document
- e. Michell Bartlein – Looking forward to 2024 *8:55 am
 - i. Can we organize the meetings so we have work time and don't have to cut communications off?
 - ii. Looking forward to an events calendar in 2024
 - iii. Do we understand our mission and vision for the coming year?
 - iv. How do we get the community to understand who we are?
 - v. How do we get key businesses involved with us?
 - vi. Ideas should be sent in the future to the general Slack channel
 - vii. Need a laser focus for the future - how can we add value to businesses like Chives who do not need more patrons?

V. Adjournment *9:30 am

- a. Michell adjourned the meeting at 9:42 am