



Howard-Suamico
Business & Professional
Association

Board Members:

Mitch Mennen, Pfothenhauer Funeral Home – President. Justin Spettel, Core Insurance and Risk Advisors - Vice President
Jeni Flynn – Treasurer
Katie Presser, North Shore Bank Logan Higgins, Chives Restaurant
Ryan Tachick/Dylan Wenzel, Health In Motion Marcia Sengstock, Westside GB YMCA Scott Jandrin, Peshtigo National Bank
James Lewis, Lewis & Van Sickle Nick Klimek, KAK Enterprises
Shaun Bessett, Festival Foods Michell Bartlein, Savoye Salon Spa

Ad Hoc Members:

Micki Volk, HSSD – Secretary (Kristin Rozek filled in) Bob Strazishar, DC Grafx
Dave Weise/Paul Evert/ Alex Burgraff, Village of Howard Alex Kaker/Nick Lemke, Village of Suamico

**Board of Directors Meeting
Wednesday, April, 8, 2026– 8-9:30 a.m.
Howard-Suamico School District Office**

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** – Mitch Mennen, President *8:00 am
 - a. Meeting was called to order at 8 a.m.
- II. **Secretary's Report** –Kristin (vote)
 - a. Michell motioned to approve the secretary's report
- III. **Treasurer's Report** –
Motion: Accept the Treasurer's Report as presented
 - a. Justin motioned to approve and Michell seconded the motion to approve the treasurer's report
- IV. **Community Reports:**
 - a. Village of Suamico –Alex Kaker
 - i. Alex explained the Spring Election results
 - ii. There will be a naming contest for their new street sweeper
 - b. Village of Howard – Paul Evert
 - i. Monday night will be the Village President's last meeting after 18 years - there will be a going away party for him during lunch at Howard Commons
 - ii. John Muraski will be the new Village President
 - iii. May 1-2 will be the annual rummage sale event
 - iv. Roller skating opens soon at Howard Commons
 - v. Triathlon will be June 28
 - c. Howard-Suamico School District – Kristin
 - i. Both referendum questions have been approved! We are so grateful. Thanks to our community for supporting all HSSD students. Now, the work begins. We commit to keeping you informed as we move forward in this process, so stay tuned for next steps. Thank you for believing in our work and in our kids!
 - ii. On April 5, Lineville's Hallie Fisch competed in the 2026 Drive, Chip and Putt National Finals at Augusta National Golf Club in Georgia.
 - iii. HSSD Summer School registration begins on April 13. More details can be found on the HSSD website.
 - iv. The 18th annual Giving Tree Taste of the Villages & Auction will take place on April 23. Tables are sold out but individual tickets are still available.
 - v. Bay Port will present "Hadestown: Teen Edition" April 23 - May 2. Tickets can be purchased on the Bay Port website.
 - vi. Our annual Staff Celebration Event and HSSD CARE Awards will take place on May 1.
- V. **Board Communication:**
 - a. Scope Coordinator: Discussion on our results, and path moving forward
 - i. Strengths:



Howard-Suamico
Business & Professional
Association

1. Solid foundation of community commitment
2. Relationship-driven organization
3. Legacy presence/strong brand recognition
4. Core group of engaged leaders
5. Existing membership structure and engagement model
6. Financial stability
- ii. Weaknesses:
 1. Lack of a clear and shared organizational identity
 2. Ineffective governance and decision-making processes
 3. Unclear roles for board members
 4. Generational and philosophical divide within leadership
 5. Inconsistent value delivery
 6. Weak value proposition for members
 7. Member disengagement
 8. Lack of brand clarity/strong communications
- iii. Opportunities:
 1. Define and align around the primary driver for the organization
 2. Reposition as a modern business resource and peer support system
 3. Invest in enhanced digital platform and social media presence
 4. Expand and modernize membership model
 5. Leverage regional expansion as the primary connector within Howard/Suamico
 6. Strengthening strategic partnership
- iv. Threats:
 1. Declining perceived relevance
 2. Changing business and consumer behaviors
 3. Weakening consumer behaviors around the importance of local consumption
 4. Volunteer capacity and fatigue
 5. Restrictive membership model limits growth
- v. Value Delivery Model Options:
 1. HSBPA could be Business Driver ROI, Community Driver High ROI, Business Driver Relational or Community Driver Relational
- vi. Discussed Paths Forward:
 1. Stay where you are - lean into community and connection
 2. Business resource hub
 3. Expand your membership model
- vii. Board Effectiveness and Governance
 1. Define what it means to be a board member. Create a simple expectation that is shared with all individuals when they are approached for board participation.
 2. Evaluate creating board commitment levels - two tiers of board membership that recognizes differing capacity
 3. Formalize onboarding for board members
 4. Improving meeting flow
- viii. Discussion from Board around the report and paths forward
 1. How do we get started in making a decision? Do a gut check with our board members to see where everyone is at.
 2. Community Driver High ROI - 6.5 votes
 3. Community Driver Relational - 8.5 votes
- ix. Subcommittee for Moving Forward:
 1. Paul, Marcia, Justin, Katie, and Mitch will meet next week
 2. Centralized point of contact will be Mitch
 3. Pick 3 things from the upper right quadrant (community driver high ROI) that we want to focus on for the next 2 years, while staying in the lower right quadrant (community driver relational)
- b. Jeni needs answers on a few items
- c. Adding Jerry Mader to the May agenda for a 10 min pitch for his magazine



Howard-Suamico
Business & Professional
Association

VI. Committee Reports:

- a. Events (Shaun)
 - i. March Madness event brought some new faces and was successful (approximately 30 people showed up during the day)
 - 1. This event came out to be under \$500
 - ii. Shaun will pull together a panel crew for May
- b. Member Engagement (Justin)
- c. Website (Nick)
 - i. Working on transitioning to the new website template - looking to modernize the template
 - ii. Each page will be evaluated and the content updated
 - iii. New features - active electronic calendar on the homepage, member directory with bios and search box, quarterly e-newsletter option with sponsorship opportunities, job postings/openings = all of these options are within budget
 - iv. A sandbox example will take 4-6 weeks
- d. BTS (Justin)

VII. Old Business:

- a. Tabled: Publication decision ETA within a 6-month window (January)
- b. We should agree to a time and date that we can schedule the photographer for our Headshots for the new website

VIII. Adjournment *9:30