

Greendale Chamber Of Commerce Board Meeting Minutes:

March 21, 2018

BMO Bank, Greendale, WI

Present: Todd Michaels, Diane Chilinski, Gary Kiltz, John Lewandowski, Maria Athens and Carolann Matzek

Absent: Heather Litrell and Georgia Konstantakis

Guest: Dave Paeske of Floor Coverings International

Todd called the meeting to order at 8:05 am

Secretary's Report: Diane Chilinski

The meeting minutes from our February meeting were emailed to members prior to today's meeting. As there were no corrections or additions requested, the meeting minutes were approved by the board.

Committee Reports:

Finance:

Treasurer's Report: Georgia was not able to attend the meeting today, thus there was no financial report to review.

Events:

Gary provided an update on the Job Fair planned for April 26th from 2:30-5:00 at the Greendale High School. This event is a collaboration with the Greendale School District and the Greendale Chamber of Commerce. The event will be an opportunity for businesses to do summer hiring, utilizing the Job Fair and students who are looking for summer employment. Additional school districts will be invited including; Hales Corners, Whitnall, Franklin and Greenfield. There will be on the spot interviews available. This event will be open to businesses; both members and non-members. There was discussion regarding who should be invited to set up a table as a business doing hiring and it was decided that as the goal of this is to help students obtain employment it will be open to all businesses.

Networking Events:

John L. spoke about the most recent event on 2/28/18 from 7:30am-9:00am at Harbour Village, Greendale. Heather Litell (Marketing Manager at Roots) did a presentation regarding social media. The event was well attended and Heather did a great job presenting.

John L. shared that the next event will be on May 24th at Bluemel's, This Breakfast and Conversation style event will have the topic of "Beautifying Your Business." Additional details will be forthcoming.

There was discussion regarding the event scheduled for June 28th (Game Night). It was decided that rather than offer this type of a networking event, pairing with the the School's Night Out Event on 6/8 would be a better way to connect with more people to promote the Greendale Chamber and it's members. Carolann volunteered to chair this event, as well as run the Bounce House and table. Carolann will create a wheel that people can spin to get

something. The Board voted and approved renting a bounce house for this event for a cost of \$225.

-Membership:

The Board reviewed the process of membership; both new and renewing. When someone applies to be a member the check and application go to Georgia. Next a notice of the new member goes to Gary and John. They send a notice to Carolann and Maria; who will set-up a meeting to deliver the welcome packet and perks card to new members.

Carolann indicated that she met with new members; The Village Club and Hessling Law Office.

-Technology and Promotions:

No updates

-Board Appointments:

Dave Paeske introduced himself and expressed his desire to be on the Chamber Board. The Board voted Dave to take the open Board position.

As Heather L. has not attended either the February or now March meeting Todd M. indicated that he will reach out to Heather to clarify her interest in being on the Board prior to the next meeting.

-Nominating:

Gary indicated that the Scholarship selection meeting will be held on April 18th (after the Chamber Meeting) to make the selection for the Chamber School Scholarship recipients (2). There will be a 4 point rubric used. Gary will get the applications to those who will be part of the selection process ahead of time. There are 13 applications. It was suggested that "need" also be used in the selection process. The following Board members have expressed interest in being part of the selection committee: John L, Maria, Georgia and Carolann. Gary will facilitate the selection process.

There was discussion regarding Nominating and Voting for the Chamber Awards (Business of the Year and Educator of the Year). Carolann volunteered to take this on for this year. This will include deciding on criteria to be used and the voting process. It was indicated that one criteria to be used when looking at the Business of the Year will be attendance at Chamber related events.

-Legislative Update:

Todd indicated " we are in election madness mode right now".

-Downtown Update:

Diane indicated Belle et Vieille have announced they are closing their store. They are currently in their last days and are having a big going out of business sale. She indicated that this will be a real loss for the business center as the owner and their business have been a wonderful addition. A current business, Kitschenoo Art & Craft Shed is moving into their space on parking street. This opens a spot on Broad Street.

Diane indicated that it has been more challenging this winter as a business owner as many businesses are closed both Sunday and Monday for winter hours. This is challenging as when folks come shopping to Greendale as they are often disappointed to find so many businesses are closed. Diane is concerned with the impression this leaves with customers as if they come and find businesses closed they may not return for a future shopping trip; especially if traveling any distance.

New Business:

Diane indicated that previously we spoke about a member benefit would be to receive the Chamber Board meeting minutes. John indicated that he will make these available on the Chamber website, as well as emailing these to all members.

The meeting was adjourned at 9:07am.

The next meeting is scheduled for Wednesday, April 18th at 8:00am at BMO Harris Bank (Greendale)

Respectfully submitted by

Diane M. Chilinski

Secretary for the Greendale Chamber