

Meeting called to order at 5:41. In attendance were; Jenny Kochie, Michelle Paul, Sam Hoffman, Karla Brockman, Brian Taylor, Wendy Babcock, Tania Clark, Lori Johnson, Jessica Bilski

1. **Approval of December Minutes:** Motion to approve by Brian, Second my Michelle. approved
2. **Treasurer's Report:** available balance \$2866.62. Will check on CD to find when it matures. Motion to approve by Karla, second by Brian. approved

3. **Membership updates:**

a. **21 official members (new or renewed)**

b. **Renewed/New businesses are on the website under 2021 Members tab**

past members shall be invoiced and asked if there is any changes to contact information of business size. Add Wendy to subcommittee.

4. **The business of the Month**

a. **Black and White Catering - January** done

b. **Eagle Promotions - February**

c. **Twin Bluffs County Market - March**

5. **1st Dollar of Profit:**

a. **Auto parts store/Erika Dorrington (not open yet)**

b. **Opera House (under new owners)**

Tuesdays has tentative new owners, add to the list

6. **Business After 5/Breakfast before Business**

a. **Sub Committee to schedule meeting to revamp**

Michelle added to the sub-committee list. A meeting was scheduled for 1/19/2021 at 5:30

7. **Scholarships due March 31, 2021**

paperwork is out. Meeting to choose winner scheduled for 4/6/21 at 5:30

8. **Citizen of the Year / Community Service / Annual Banquet**

a. **nominations due March 1, 2021**

Nominations are online. Decided not to put boxes out around town. A meeting to choose the winner was scheduled. A subcommittee meeting was scheduled to decide what to do for winners/if we will have a banquet this year and what can be done for 2020 winners.

9. **Spring Craft Fair Scheduled for April 3rd at Community Center**

Push to look for vendors. Work on an online payment method so vendors can sign up and pay online.

10. **Spring Wine/Beer Walk Scheduled for May 21**

Subcommittee meeting scheduled to plan. Brian added to subcommittee.

11. **WDS Silent Auction**

No WDS planning meetings have taken place, it is unclear if WDS will happen this year.

12. **Santa's Visit at Riverside Park was December 18th Report:**

a. **50 children-** correction, 64 children: 45 from New Lisbon, 10 from Mauston, 12 from other or unknown. 31 kids aged 0-5, 33 kids aged 6 and up

b. **Hot chocolate and coffee by Black and White Catering**

c. **Raised \$20**

Will take candy out of leftover gift bags and save remaining for future events

13. **Caboose**

**Board Meeting Minutes (not yet approved)**

Waiting on 501c3 paperwork from the state to claim the grant Brian was awarded

**14. Farmers Market in 2021**

Tania approved letter to send out to past farmers market and vendors to figure out best date and future of Farmers Market

**15. Executive Secretary Overview:**

- a. **Yearly Goals/Focus: discussion included;** goal of 100 members (adopted), gaining a Facebook following of 1500 Likes by end of March (adopted), committing to not missing more than 1 meeting, keeping agenda to 1 page, holding more subcommittee meetings (adopted), promoting businesses and supporting them any way we can (adopted), sending a poll out to ask how we can help more, more FB posts tagging our members like the "How do you Local" campaign.
- b. Chamber Cash reinvigorating in process, need businesses on board
- c. now putting meeting minutes and agendas on our website
- d. fundraise during city-wide garage sales with selling space to businesses on the map, selling signs or other identifiers for sales on the map. Will not charge sales to be on the map
- e. Coat drive brought in 11 coats, 5 snow pants, 30 hats, 9 scarves, 12 gloves/mittens, and 4 shirts. Will be taken to Community Closet for them to hand out to those in need.

**16. Old Business:**

**17. New Business:**

Brian will let us know if Lions will do their Egg Hunt this year. Discussion of providing this if they are not and/or incorporating it with our Craft Fair on April 3rd (Saturday before Easter)

**Next Regular Board Meeting: February 9, 2021 5:30 at the Chamber Office**