
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**

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