

**STRATFORD AREA CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEETING
April 12, 2017**

Meeting called to order at 5:05 pm.

Present: Holly Haupt, Beth Griffith, Betsy Miller, Jeff Tarras, Brian Forrest, Angela Gerlach, Steve Steiner, Sandy Rueth, Ashley Beining

President's Report – Bank signature cards up-to-date.

VP Communications Report - Presented 3/07 minutes for approval. M/S/C to accept as presented. Shared economic development brochure prototype-declined request to provide quote. Shared 2017 Stratavarian ad-requested invoice from SHS. Presented information to be mass emailed to membership 3/14 and 3/30. Shared 'Growing Wisconsin' advertising request-M/S/C to decline. Shared email request to advocate for members affected by Grassland Dairy contract non-renewals-M/S/C to decline. Shared request to sponsor student in all-star athletic event. M/S/C to decline. Distributed MACCI communications.

VP Finance Report - Presented 2017 budget

VP Member Relations Report-Received membership applications from Bauman Nursery & Landscaping, Just4One, and Country Aire. Will be distributing plaques and sending TY letters with window clings to 2017 members.

Old Business-

Ambassador Program – Distributed updated director assignment list. M/S/C to not mail introductory postcard. Member events requested by The Design Monkey (new location), Bauman Nursery & Landscaping (ribbon cutting) and Stratford State Bank (interior renovations).

Website - Site design is complete-Photo Gallery/BOD Minutes sections still under development.

Facebook – SACC page has been redesigned and will host posts for member communication, events/activities. Stratford Chamber page has been redirecting posts and renamed Stratford Area Community Events-now a digital billboard for all community events. Discussed promotion for Community Days. M/S/C to promote on SACC page as event, establish a separate Community Days event page and schedule paid ads.

STAR Club Shelter – Shared designs/photos from St. Building Supply. Meeting scheduled with Tom Kolb and Bob Aschenbrenner to discuss options/approve design. On schedule for June 5 completion.

Block Party – Discussed member feedback from March block party. Reviewed event format for May block party. In addition to previous marketing tools, Seehafer Broadcasting will promote on 'Insight' program.

Stratford Community Days – Distributed current schedule of events/donor list. Discussed need to finalize event schedule to maximize promotional opportunities. Presented logo design options. M/S/C to approve design.

New Business-

Scholarship - Received 7 applications. M/S/C to award \$500 to Andrella Zuelke, Kyler Haupt, Shalynn Griesmer and Tyson Kauffman. Discussion to allocate funds to FBLA and BW attendees. Tabled until there is more information available. Discussed SHS Academic Career Plan and relevance to member needs. M/S/C to forward SHS Academic Career Plan to membership.

Village Maps - Discussed request to update 1994 chamber map project to reflect 2018 address changes. Committee has been formed-village will communicate timeline for this 2018 project.

Car Show - Discussed event that used to be part of Heritage Days. M/S/C to sponsor 6/10/17 event, providing promotional support, food/beverages-no alcohol.

Police Memorial Event - Details still being worked out w/VFW.

BOD Apparel - Discussed directors attire options for meeting, events, etc. similar to MACCI's 'red coats'. M/S/C to differentiate directors via name tags.

Portable Sign – Damaged during 4/10 storm.

Fall Educational Event – Options/information shared-tabled until resources can be reviewed.

Meeting was adjourned at 7:10 pm.

May BOD meeting – May 10 @ LJ's Sports Zone @ 5:00 pm.