

**STRATFORD AREA CHAMBER OF COMMERCE**  
**BOARD OF DIRECTORS MEETING**  
February 22, 2017

Meeting called to order at 5:20 pm.

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

**President's Report** - Introduced new director-Sandy Rueth.

**VP Communications Report** - Presented 2017 documents (BOD Directory, administrative flowcharts, organizational goals, membership listing, calendar of events, committee chairs) for approval. M/S/C to accept. Shared PO Box and 2018 address change information. Shared National Peace Officer Memorial communication from Tim Miller. M/S/C to participate-Holly will chair this event. Shared SHS request to send letter supporting local decisions regarding the school calendar. M/S/C to send letter. Reviewed insurance policy. M/S/C to renew.

**VP Finance Report** - Presented current P&L statement. Distributed event P&L summary to committee chairs requesting 2017 budget proposals returned prior to next BOD meeting. M/S/C to accept report.

**VP Member Relations Report**-Shared Brian Weichelt's Wisconsin Agricultural Tourism Association invitation.

**Old Business-**

Ambassador Program - Reviewed director assignments based on current membership listing. Changes were made with new list to be sent to each director. Reminder of contact schedule established at reorganizational meeting-personal contact with each member prior to 3/28 followed up by postcard mailed during the first week of March. Individual requests for additional business cards.

Membership Drive - Distributed 2017 membership list. Betsy will contact past members to encourage renewing membership and/or discover why membership has not been renewed. Discussed various ways to acknowledge member renewal. M/S/C to send TY letter with existing window sticker to be followed up with plaque and/or 2017 plaque. Directors asked to contact ambassador businesses regarding renewal acknowledgement process and let Betsy know how many plaques need to be ordered.

Website - Site is live. Ongoing work with usagnet to develop better flow. Updated 2017 information will be inserted and administrative areas expanded to keep site up to date.

STAR Club Shelter - Presented 3 design options with approximate costs. Funds reserved for shelter fall short at this time. Will solidify final cost/design and present at next meeting. Construction to be completed by 6/01; ribbon cutting/dedication/plaque presentation to be held 1<sup>st</sup> night of play. Will check w/Wendy Spaeth to confirm date.

**New Business-**

Block Party - Preliminary discussions held w/St. Sign, Omega Thermo and AMS Bowfishing regarding March block party. Meeting scheduled to confirm date/format. Details will be communicated as event evolves. SAFD and the Mill Church have volunteered to host May block party; still looking for additional host. Steiner Septic volunteered use of portable tent during event if necessary. Conversations held with Trimpac and Stratford State Bank regarding possibility of hosting future block party. Decision to have ribbon cutting or open house instead.

Stratavarian Ad - M/S/C to purchase full page ad using same format as last year.

Stratford Community Days - Committee request for chamber to sponsor community event. Discussion to clarify difference between 'supporting' and 'sponsoring' event. Concerns regarding liability as a sponsor were raised. Decided more information was needed before any decisions could be made. Committee will provide formal proposal at next BOD meeting.

Meeting was adjourned at 7:15 pm.

March BOD meeting - March 7 @ LJ's Sports Zone @ 5:00 pm.