

**STRATFORD AREA CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEETING
March 7, 2017**

Meeting called to order at 5:10 pm.

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

President's Report - Asked to provide 'quoted' comments to be included in new economic development brochure.
VP Communications Report - Presented 2/22 minutes for approval. M/S/C to accept. Presented Stratavarian ad. Will update member listing prior to submission-Betsy to verify deadline. Shared SHS prom night request. M/S/C to donate \$50 Stratford Bucks. Reviewed administrative flowcharts requesting all activity/event committees be completed/returned prior to next BOD meeting. M/S/C to distribute member event information via email bi-monthly.

VP Finance Report - Discussed Marshfield Clinic invoice procedure. Will invoice 2017 membership according to new procedure. Requested 2017 activity/event budget proposals be returned prior to next BOD meeting when formal 2017 budget will be presented.

VP Member Relations Report-Shared Colonial Center's Open House & Ebenezer's Corn Beef & Cabbage event information. Discussion to clarify educational member event scheduled for August/September. Brian and Sandy will research various options and present at next BOD meeting. Discussed request to bring back 'Career Fair'. M/S/C to plan 2018 event to coordinate with SHS ACT Testing date.

Old Business-

Ambassador Program – Reviewed updated director assignments based on current membership listing. Reminder of contact schedule; postcard to be mailed 3rd week of March.

Membership Drive – Discussed updated 2017 membership list. TY letter will be sent with existing window cling and 2017 sticker. Directors provided plaque reorder information. Plaques to be distributed upon arrival.

Website - Site has been expanded, updated and evaluated by committee. Discussed 'Business Spotlight' link. Betsy will contact Dixie Weber to see if she would develop content. Request for ambassador contact to verify accuracy of member information and provide feedback. Several administrative areas still under construction.

STAR Club Shelter – Designs/photos from St. Building Supply will be available 3/10/17. Village board contacted regarding previously committed financial support. Construction will be completed prior to 1st night of play.

Block Party - Discussions continue w/St. Sign, Omega Thermo and AMS Bowfishing regarding March block party. EPOC will be represented alongside AMS Bowfishing. Details to be communicated as event evolves with postcard mailed 10 days prior to actual event. Possible utilization of Seehafer Broadcasting promoting event on 'Insight' program.

Stratford Community Days - Committee request for chamber to sponsor community event. Discussed various options to recover costs incurred as sponsoring organization. Reiterated concerns regarding liquor liability. Committee confirmed group(s) responsible for buying/selling liquor would purchase and carry liability insurance. M/S/C for Stratford Area Chamber of Commerce to be Stratford Community Days sponsoring organization, July 7-9, 2017. Discussed event financial status. Separate bank account currently exists, but due to a \$0 balance, funds are needed to book activities. M/S/C to allocate up to \$2,000 for event planning. Committee to present detailed event report w/financials at next BOD meeting.

New Business-

Scholarship - Meeting scheduled w/M. Wussow.

Village Maps - Discussed request to update 1994 chamber map project to reflect 2018 address changes. VP Communications will contact village clerk for more detailed information.

Facebook - Reviewed committee proposal outlining 2017 online presence. M/S/C to proceed as proposed.

Meeting was adjourned at 6:50 pm.

April BOD meeting – April 12 @ LJ's Sports Zone @ 5:00 pm.