



Board Members Present: Ann Schmitz, Merle Colburn, Nicole Meverden, Sue Hepp, Craig Peterman, and Bob Kuhn

Absent: Paula Levy

Others Present: Jan Dart, Mitch Groessl, and Jim Rabas.
Claire Thompson, UW-Extension and Sara Krouse, Chamber of Commerce Executive Director

1. Ann called the meeting to order in Paula's absence at 4:00 p.m.
2. Ann asked that Claire Thompson and Sara Krouse present their ideas to the board before the business meeting.
 - a. Farmers Market
 - b. Pop-Up Shops

Much discussion regarding both. The **Farmer's Market** has fewer vendors and business since moving to their new location in the bank parking lot. Vendors currently are charged \$150.00/season or \$25.00/day. Claire and Sara both felt that visibility and location were good; however, there was lack of organization. Claire felt that we needed to hire a manager for approximately 5 hours/week. They also cited a lack of family activities and recommended that the farmer's market be expanded to include family activities. It currently is on Sunday from 9:00 a.m. – 1:00 p.m. They are looking to recruit vendors and to get financial support. Claire said that she has produce from May through January or February.

Advertising via social media, church bulletins, radio, and newspaper should bring more traffic to the market.

Pop-Up Shops: Viroqua, WI has had success with the Pop-Up shops. The idea is to bring in different entrepreneurs temporarily to test the market for their products. They set up in a vacant store front. Out of 8 pop-ups, Viroqua had 5 of them open businesses in their community.

Nora/Executive Director would be willing to come to Algoma for a 2-day workshop for Kewaunee County interested personnel. It would cost \$1200.00 for the two days. Claire was asking that this start October 24. The consensus was to have Algoma, Kewaunee, and Luxemburg share the cost. Sara will bring this up at the next Chamber meeting.

3. Ann asked that the following be added to the agenda: tax return reporting, Feed America fundraiser, and paying Wine Fest volunteers. Motion to

accept the amended agenda by Merle, second by Bob; motion carried.

4. August meeting minutes were approved. Motion by Bob, second by Craig; motion carried.
5. **Treasurer's Report:** August checking account balance was \$2,420.76.
Total Wine Fest deposits: \$78,328.85
Money Market balance: \$13,569.56
Balance checking and money market accounts: \$81,204.26
There are a number of outstanding bills; however, once they are paid, Merle will transfer all but \$2000.00 into the money market account.
Motion by Bob to accept the treasurer's report, second by Nicole; motion carried.

Old Business

6. Jan read an e-mail message from Brad Schmiling regarding donated grapes by **Linda Lock**, new owner of K&D Greenhouse property. Ann asked the secretary to draft a letter of thanks to Linda with tax deductible information included. (*letter written and sent to Linda with a carbon copy to Brad as requested*)
7. Jan felt that we should pay some of the **Wine Fest volunteers**. She had put together a grid based on what she thought would be a fair amount. Motion by Craig to compensate volunteers either \$25.00 or \$50.00 based on Jan's suggestions. Second by Bob; motion carried. Jan will send a thank you along with each check.
8. **Advertising for Wine Fest:** The general consensus was we don't want to get too big. As it is, we do not have hotels or motels enough right now for 2000 attendees. Just having our Rack cards along with Von Stiehl's advertising is enough. It is also advertised on the website and Facebook.
9. **Murals:** some of the murals are in need of maintenance. Jim was asked to contact Dave Petry to see what needs to be done. There is \$949.00 in the account designated for mural maintenance.
10. **Filing Tax Return** was discussed at the last meeting; however, no action was taken. The board was in full agreement to hire Schenck to do the tax forms this year due to the sale of the Main Street building and a more complex filing procedure. The cost would be between \$1200.00 - \$1500.00. Craig made a motion to approve hiring Schenck, second by Merle; motion carried.

The question came up whether **Derin** would be compensated for his part in providing tax information to the firm. Perhaps we could remember him at Christmas time with a contribution of thanks.

11. Merle received a letter from the Bank of Luxemburg regarding a donation for **Feed America fundraiser**. The money would be used to provide food

for needy families in Kewaunee County during the summer months. Sue made a motion to donate \$500.00, second by Nicole; motion carried.

New Business

1. **Pop-Up Shops:** (*\$1200.00 from information above*) After much discussion, it was decided to pledge \$200.00 with the stipulation that the Chamber would match it. Also, Kewaunee and Luxemburg also would be contacted to share the cost of the October 24 workshop. Motion by Nicole to pledge \$200.00, second by Bob; motion carried.
2. What Is Our Mission? – agenda for October meeting.
3. Algoma Fire/Rescue Fundraiser – agenda for October meeting.
4. Farmer’s Market – agenda for October meeting.
5. Kayak/canoe launch at Olson Park – agenda for October meeting.

Next Meeting: Wednesday, October 11 at 4:00 p.m. (*Boat Club*)

Motion made by Bob to adjourn at 5:40 p.m., second by Merle; motion carried.

Respectfully Submitted,
Sue Hepp, Secretary