

TURTLE LAKE AREA CHAMBER OF COMMERCE  
MEETING MINUTES  
JANUARY 7, 2009

Chamber President Pam Matye called the meeting to order at 5:35p.m. on Wednesday, January 7<sup>th</sup>, 2009 at the Stop Inn Restaurant, located at 1396 3-1/2 Street, Turtle Lake, Wisconsin.

Roll Call: Present: Pam Matye, Sue Friday, Penne Thill, Ken Ahlberg, Jenny Swenson, Jane Schradle, Wendy Boese, Dawn Norton and Danielle Maxwell.

Review of Agenda: The agenda was approved as presented.

Secretary's Report: Minutes were presented. It was moved by Friday and seconded by Schradle to approve the Secretary's report.

Treasurer's Report: End of the month balance of \$2,780.90. Member list up to 55 members. Chamber Bucks report for December with \$145 redeemed. It was noted that one \$20 Chamber Buck was redeemed from a non-member. A list of 2008 events and expense was distributed and discussed. It was moved by Maxwell and seconded by Thill to approve the Treasurer's report.

Business Updates (was moved up on agenda): Maxwell stated that 2008 Real Estate Taxes were down and that there are two openings of the Village Board for the Spring Election and that the Administrator position is still vacant. Ahlberg shared on school funding with taxes. The status of the current economy was discussed. Norton announced their 15<sup>th</sup> anniversary would be the first week of March.

**OLD BUSINESS:**

Committee Reports: Past committees and members were discussed and new committees and restructuring was discussed. Swenson, Schradle and Norton stated that they would be interested to be on the Advertising Committee. There was also discussion to combine the Advertising and Events Committee and the Welcoming/Recognition Committee. Tourism and the Executive committees were review, as well.

Chili Feed with Santa/Holiday Promotion Review: There was a correction to the 2008 Expense report to exclude the goodie bags, as they were donated by the Casino. Possible changes to the menu to include choices catering toward kids. Payment methods and meal tickets were discussed. It was noted that the church was a good location and was asked to be used again next year. There was a rush at 5:30 for meals which we will need to prepare for in coming years. It was also mentioned that the photo with Santa, courtesy of Halco Press, was a hit and that it will be better monitored to limit one free photo per person/family.

Holiday Promotion: A reminder will be emailed stating that the Holiday Promotion Cards are to be returned to Danielle Maxwell at the Village Hall. It was previously reported via email that the total tally of filled cards that were turned in by the drawing of the 22nd were 836. 836 cards x \$250 = \$209,000.00 of dollars spent at Turtle Lake Area Chamber businesses during the promotion. Comparatively, in 2006 there were 1,590 cards turned in worth \$100 each, totaling \$159,000.00; a difference of \$50,000 or 200 cards with \$250 of value. There was a remark about requiring individuals to be present in order to win during the first drawing; it was confirmed that since this is

not a raffle, we have every right to require such a presence. All names drawn were submitted again for the second drawing.

Chamber Survey: Review of the Chamber Survey that was distributed at the Annual Meeting offered that members would like later meetings and to have refreshments served. Members were agreeable if the annual dues were raised. There was an overall feeling from the survey respondents that the Chamber does not do much that directly affects businesses. It was stated that the survey may be emailed to get a larger response.

**NEW BUSINESS:**

2009 Chamber Events – Committees/Budget/Planning: Tabled until next month.

Easter Coloring Contest: Sunday, April 12<sup>th</sup> - Tabled to next month – will need to find sponsors.

Spring Market Day: Saturday, May 16<sup>th</sup> - Advertising for vendors will need to be done by the end of February. We will need to someone be the contact person.

Fair/Parade: Sunday, July 12<sup>th</sup> - Jane Schradle is coordinating the parade at this time.

Chamber Picnic Wednesday, August 5<sup>th</sup>

Fall Festival/Halloween Community Fest: Considered winter fest/ball; consideration of collaborative event, possible corn-fest.

Annual Meeting & Banquet: November 4<sup>th</sup> – The Gathering Place

2009 Chamber Christmas – Chili Feed with Santa: Saturday, December 5<sup>th</sup>

2009 Chamber Programs: Some discussion of types of programs, topics to consider for upcoming meetings.

Next Meeting: The next meeting would be on Wednesday, February 4<sup>th</sup> at 5:30pm; location to be announced. Possible additions to liven up the Chamber meetings were discussed, 50/50 drawing was mentioned.

Adjournment: It was moved by Schradle and seconded by Thill to adjourn at 7:03pm.

Prepared by:

Danielle Maxwell  
TLACC Secretary