

Winneconne Area Chamber of Commerce

Member Meeting Minutes

December 4, 2008

Municipal Center

Meeting called to order by President Helen Thomson at 6:10 pm.

Present: Jane Waniger, Dave Norton, Harvey Rengstorf, Brian Gibbs, Deb Bartel, Sherry Livingstone, Dick Schallert, Arline Hoenecke, Mae Kosciuk, Dave Hoenecke, Becky LaDue, Bob Lehman, John Bartow, Dave Flora, Kathy Grace, Helen Thomson

Holiday on the Wolf: Overall synopsis of event was given. Goodie bags will be distributed to people attending the home tour.

Annual Dinner: Will be at Biggar's on Jan. 25th. Kristin Sullivan & Tami Barikmo are again chairing the event. Invitations will be mailed later in the month.

Presentation: Steve Volkert, marketing director from the city of Omro and Scott Jorgenson, board member from the Omro Chamber talked about a conference they attended in Wausau – Recapturing your downtown – on October 16, 2008.

Steve spoke on a session he attended regarding branding – Defying gravity and rising above the noise: after your brand has taken flight how do you ensure it successfully stays aloft?

Scott talked about visiting a store that was a combination organic foods and restaurant and how they decided it would work for Wausau.

Steve then spoke about the session given by Jack Schultz, author of Boomtown USA. In this session Schultz states there are 7 ½ keys to big success in small towns – 1) Adopt a 'can do' attitude; 2) Shape your vision; 3) Leverage your resources; 4) Raise up strong leaders; 5) Encourage an entrepreneurial approach; 6) maintain local control ; 7) build your brand, and 7 ½) Embrace the teeter-totter factor.

The final session discussed was regarding Retail ideas for downtowns presented by Lyn Falk a registered interior designer. First impressions are the most important.

Triathlon: Gloria West from Midwest Sport Events presented a dish to the Chamber to thank them for their assistance during the 2008 triathlon.

Election results: There was one write-in vote for Amy Verkuilen as vice-president, otherwise everyone on the ballot was elected.

President for 2009: Helen Thomson

Vice-president for 2009: Andy Beiser, Beiser Realty

Board of directors (3 yrs) – Brian Gibbs, State Farm Insurance

Board of directors (3 yrs) – Dave Flora, Wisconsin Food Safety Services

Board of directors (1 yr) – Jennifer Busching, Fin 'n Feather.

Next meeting: February 5, 2009 at 6 pm at the municipal center.

Motion was made to adjourn meeting by John Bartow, seconded by everyone.

Respectfully submitted,
Kathy Grace