

**WISNER AREA CHAMBER OF COMMERCE
OCTOBER 28, 2009 MEETING MINUTES**

A total of 11 members met at Coachmen's Steak House for the regular meeting

President Layne Matthes called the meeting to order at 8:00 A.M. For the benefit of Alexis Rathke who was attending her first meeting as a Wisner-Pilger High School representative, all those present introduced themselves.

The minutes of the September 30, 2009 meeting as emailed and provided as a handout were reviewed. After a correction/addition to those minutes stating that Elvern Rathke was recognized for 50 years of service at the Wisner Farmers Elevator. Elvern was present and accepted a certificate and \$50 in Wisner Bucks from the chamber. Layne Matthes gave a short speech highlighting Elvern's contributions to the community of Wisner. Cindy Goeller made a motion to accept the September 30, 2009 minutes as corrected, second by Barbara Rabe. No further discussion, motion carried.

The Treasurer's Report was given by Secretary/Treasurer Peggy Liermann with a handout showing fiscal year to date transaction history and with the total of all accounts as of October 26, 2009. The handout is made a part of these minutes by reference. A motion to accept was made by Sonya Arduser, second by Alexis Rathke. No further discussion, motion carried.

COMMUNICATIONS RECEIVED – Communications from the Outlaw Truck & Tractor Pullers Association as emailed by Jackie Harder and an email from Mary Jo Lueckenhoff regarding a scholarship workshop were included in the handout packet. A thank you card received from Elvern Rathke was read to the assembly.

UPDATE ON 2009 MEMBERSHIP DRIVE Peggy Liermann reported that one paid 2009 membership was received making the total paid members fifty-nine (59).

WCD UPDATE - Layne Matthes had the proposed signage which had been reviewed and approved by the WCD board. There was some discussion regarding the lack of green on the signage. It was explained that the addition of a second color made the sign busy looking and difficult to read quickly. It was also discussed that with TeamMates being in red it stood out more than the chamber and WCD.

OLD BUSINESS:

DOWNTOWN BEAUTIFICATION – Layne Matthes reported that he had spoken with Randy Woldt and that the City would pickup the planters, preserving the soil, and store them over the winter for the chamber. The City did not want to leave the planters on the street during the winter due to snow removal.

WISNER CALENDAR/POSTCARD PHOTOGRAPHY CONTEST – Cindy Goeller reported that there were a total of 55 entries in the photo contest. Cindy said there are apparently many talented photographers in the area and recommends the contest be continued next year.

Cindy will do a press release with the winners of the photo contest named. She also plans for a slide show in Wisner businesses sometime in mid-November.

There were 12 sponsors for the calendar with one sponsor, Wisner Insurance Agency pre-ordering 50 calendars so their name will appear on the calendar cover as a co-sponsor. A total of 128 calendars were preordered. The actual cost of the calendar is \$10 plus tax, however because of the sponsors they will be sold to the public for \$7 (sales tax included). Businesses offering to sell the calendars will purchase at \$5 and resale is at \$7.

Cindy briefly explained the special that Shutterfly has if the order is placed promptly. Nadine Hagedorn made a motion to order 200 calendars today, second by Todd Wuestewald. Roll call all ayes, motion carried.

Cindy also reported that at this time the Wisner post card is on hold.

WISNER BUCKS AT WISNER BANKS – Nadine Hagedorn reported that both Citizens and Pinnacle banks would be willing to sell Wisner Bucks. It was decided that \$500 in Wisner Bucks will be made available to both banks for sale to the public.

CHRISTMAS PROMOTION – Only 3 businesses have signed up for living windows. At this time the deadline will be extended to November 6th.

Appreciation soup meal on Sunday, December 6th – Pinnacle Bank has volunteered to do the meal this year, Peggy Liermann will provide them with notes from last year. Doris Podany was not at the meeting, however all is in place for the grade school decorations, Santa Claus, Abby Denton and Alexis Rathke will be in charge of getting students to help decorate, etc.

Wisner Shop at Home Holiday Bucks were discussed at this time. After discussion Cindy Goeller made a motion to proceed with the receipt entries as we had in the past with \$25 in Wisner Bucks being awarded for the 4 weeks prior to the promotion, second by Brenda Cox. Roll call, all ayes. Motion carried.

FARM AND HOME SHOW, SATURDAY – WISNER AREA’S GOT TALENT - JANUARY 23, 2010 – Nadine Hagedorn reported that thus far only 8 spaces had been paid for, in order to encourage more participation there will be no cut off time for the discount, chamber members pay \$50 and non-chamber members pay \$75. Nadine has spoken with both KTIC/KWPN and US92 and there are some great ideas for a morning “Show Off”. After discussion Cindy Goeller made a motion to trade in-kind for advertising with KTIC, second by Sonya Arduser. Roll call, all ayes. Motion carried.

CHAMBER OFFICER NOMINATIONS – Cindy Goeller reported that she has spoken with several people, but had not gotten a yes. Brenda Cox and Sonya Arduser volunteered for the Secretary/Treasurer position. At this time there is no nominee for President and Vice-President, more news at the November meeting.

Discussion was held as how to get more active involvement among chamber members in a proactive way, possibly through incentives or perhaps provide training sessions that would benefit most chamber members. We need to actively explore new ways to get businesses to participate.

THUNDER BY THE RIVER PANCAKE BREAKFAST – Layne Matthes reported that the Lions Club would like to have a go ahead from the TPOW before making any commitments. Nadine Hagedorn will be attending the meeting on November 11th and will discuss with TPOW at that time.

NEW BUSINESS:

CHRISTMAS RETAIL PROMOTION – Discussed with the Christmas promotion.

NEXT MEETING – The next meeting will be **Wednesday, November 18, 2009 at 8:00 A.M. at Coachmen’s.**

ADJOURNMENT – The meeting was adjourned by Layne Matthes at 9:00 A.M.

Respectfully submitted:

Peggy Liermann, Secretary/Treasurer