

# Barron Chamber of Commerce Minutes

March 17, 2022

**In Attendance:** Melissa Gillett, Ann Matheny, Pat Thornby, Josh Tomsovic, Julie Brunclik, Angie Buckley, Mike Bigner

**Guests:** Pastor Michael Nielson

**Meeting Lead By:** Melissa Gillett

**Minutes:** February minutes were presented and reviewed for approval. Motion made by Ann Matheny to approve minutes, seconded by Pat Thornby, motion carried.

**Financial:** February financial statement was presented and reviewed for approval. Motion made by Julie Brunclik, second by Josh Tomsovic, motion carried.

## Committee Reports:

1. Annual Meeting
  - a. Handouts
    - a.i. Chamber will look into designing a handout for the upcoming years events and a listing of current chamber members and main contacts
  - b. Meeting recap
    - b.i. Next year the table setup needs to be more social gathering friendly
    - b.ii. Suggestion to have entertainment at the event was mentioned by attendees
      - b.ii.1. Mike B. to ask about entertainment for future
    - b.iii. Food was good and well received by those who attended
    - b.iv. Surveys that were completed came back with good feedback
2. Business and Industry
  - a. Survey
    - a.i. Received very little interest about the Business and Industry
  - b. Possible changes
    - b.i. Suggestion to highlight a group or business at the event.
      - b.i.1. Get the business to get involved and use the opportunity to promote their business

b.ii. Do something similar to highlighting the City of Barron like last year

### 3. Festival Events

#### a. Music in the Park

##### a.i. Food Vendors

a.i.1. All vendors are set for the upcoming season

##### a.ii. Sponsorships

a.ii.1. Still have a few slots to fill for the upcoming season

a.ii.2. Cost of entertainment is rising and extra sponsorships are needed

a.ii.3. Mike B. talked to the board about the possibility of the sponsorships being combined with the radio ads to drum up more revenue

### 4. Retail Promotions

#### a. Wine-tasting

##### a.i. Next meeting

a.i.1. Will be held at Thrivent Financial on March 28<sup>th</sup>

##### a.ii. Event letter

a.ii.1. Was handed out for review and discussion

##### a.iii. Vendors

a.iii.1. Some vendors have already committed to the event

a.iii.1.a. Leinenkugel's Chair will be present at the event

a.iii.1.b. Some will be offering non-alcoholic options this year

a.iii.2. Stipend will be added from the chamber to those business who are attending and operating their booth

##### a.iv. Auctions

a.iv.1. Will only be doing a silent action this year.

a.iv.1.a. Live auction participation was very limited last year

##### a.v. Poster

a.v.1. Angie will be working on getting this year's poster finalized and emailed out for review

b. Halloween Spooktacular

b.i. Participation

b.i.1. Discussed ways on how we can get more businesses involved

b.i.2. Want to keep Monroe Manor in the loop for the parade of costumes

b.ii. Salem Lutheran Church

b.ii.1. Had a successful showing at their "Trunk-or-Treat" event

b.iii. BACC/School event

b.iii.1. Need to keep in contact with both to make sure we are all on the same page

b.iii.2. Only so much time available and what/where makes the most sense for the Chamber to spend their resources with the limited volunteers

c. Business After Five

c.i. Next event will be held on March 29<sup>th</sup> from 5-6

c.ii. Send out updated poster featuring Papa Pirellis

c.ii.1. Josh will update last poster and email out to board for approval

c.iii. VFW will host, Papa Pirellis will sponsor

c.iii.1. Possibility of having a 50/50 raffle was discussed

5. Young Ambassadors

a. Nothing to Report

6. Administrative

a. Tourism Commission

a.i. Proposal has been made for the Chamber to sponsor a Renaissance Fair

a.ii. Chamber will need to talk to insurance company to figure out liability and cost

a.iii. Events like this need to be brought to the Chambers attention prior to our insurance renewal

a.iii.1. Adding events throughout the year is a huge hassle for both parties

a.iv. Meeting to discuss the logistics of the event will be held at Cobblestone Inn & Suites next Monday at 9:30

7. New Barron Businesses

- a.i. Barron Bakery has been purchased
- a.ii. Metal Shop north of cemetery has new owners

8. Follow-Up

- a. Update business listings on Chamber website
  - a.i. Send out a mailing or email asking businesses' to provide a new photo and contact information, if desired

Meeting Adjourned

Josh Tomsovic