

**Barron Chamber of Commerce  
Meeting Agenda  
Tuesday, January 16, 2024  
12:00 Board Meeting**

Members in attendance: Tammy Jackson, Ann Matheny, Melissa Gillett, Pat Thornby, Karen Schoonover, Kelly Thompson, Olivia Khauv, Keith Schilling, Mike Bigner, Lori Van Ess, Mike Nielsen, Sue Reynolds

Meeting Run by Ann Matheny

Guests from the city: Rod Nordby, Janet Bendsen, Guest: Woody McBride

1. Review and Approve Minutes – Mike Bigner made a motion to approve the minutes, seconded by Pat Thornby
2. Review and Approve Monthly Financials – Mike Bigner made a motion to approve the December Financials, seconded by Karen Schoonover.
  - a. Pat made a mention that we had over \$13,000 of Barron Dollar Sales this year in 2023.
3. Woody McBride came in and we discussed Music in the Park for 2024. (more details later in committee reviews)
4. Committee Reviews
  - a. Annual Meeting
    - i. Changed our menu to Chicken and Ham.
    - ii. Dessert Live Auction will be first after Chamber Board Introductions.
      1. Received desserts from Monroe Manor, Dove, Barron Care and Rehab, KJs.
      2. WJMC is donating a Nickelodeon Package to Mall of America
    - iii. Simple Bar
    - iv. Swant-Graber distinguished business of the year.
    - v. Entertainment is booked for 2 hours from 5-7 PM.
  - b. Festival Events
    - i. Holiday Lights – taken down. Stored in an old barn at the Water Treatment Plant
      1. Suggested we purchase totes in the spring.
      2. Continued discussion of expanding to include the Rolling Oaks/Cobblestone area on the west of town and on the east side of town. This suggestion came from Kiwanis
    - ii. Winterfest – February 23 – Connected to Tourism.

1. Mobility Chair, Young Ambassador participation, Hunt Hill Snowshoes, Sleigh Rides at the Golf Course,
  2. Checking with the first department to see if they will sponsor a fire.
- c. Music in the Park
- i. Woody McBride was our guest for this discussion.
  - ii. 2<sup>nd</sup> and 4<sup>th</sup> Wednesdays of June – August. Chris Kroeze is already scheduled for June 26 – 4<sup>th</sup> Wednesday of June. The Chamber Board suggested groups that do Elvis, Johnny Cash. Woody suggested more local groups as well: Choirs, orchestras, big bands, youth choirs. He also suggested theme nights like vacation (luau, latin music).
  - iii. Mike Bigner will work on sponsorship
    1. Make Music Day - Mo Tollman. This will look different this year with the downtown street construction project.
      - a. Lots of events at the park and at our care facilities.
      - b. Sent in a form to the Community Fund for donation.
    2. Family Fun Day – Decided that we will work with National Night Out (August 6) to make that bigger. This is typically a fairly expensive day.
- d. Retail Promotion
- i. Holiday Shopping Event – 80 – 100 kids. Dallas/Ridgeland had their Santa Event
  - ii. Wine/Beer Tasting Event – September 12, 2024 – Billie Church will chair this event. Provide stipends to the companies for food \$125 for chamber members, \$75 for non members.
  - iii. Halloween Trunk or Treat – no report
  - iv. Thanksgiving Event/Fall Decorating Contest – very well done.
  - v. Chamber Dollars – Sold a lot – 13,000 chamber dollars. Will be doing quarterly sales in 2024.
- e. Young Ambassadors
- f. Administrative – Still looking for President/Vice President or Co-Presidents
5. New Barron businesses – Kwik Trip, Popcorn place, TreeStand, Heartisan, Graphic Design place
  6. New and Follow-up Items

- a. Tourism – Wood working class at the High School making big chairs to place at the hotels.
- b. Starting to discuss what our role in promoting the businesses will look like during construction