

**Howard Suamico Business & Professional Association  
Board of Directors Meeting  
Minutes**

**DATE:** Thursday October 21, 2010

**Time:** 7:35 AM

**Location:** Rock Garden / Comfort Suites

- I. Call to order – Jim Van Den Elzen called the meeting to order.

*Jeff Whitney*  
**Roll Call - Present:** Early Fuller, Damian La Croix, Cheri Perrault, Paula Pyle, Jim VanDenElzen, Bob Strazishar, and Sue VanDenElzen, Tracy Johnson, Adam H., Julie (GGB), Phil Bellis,

**Not Present:** Gay Duclon, Dave Wiese, Mike Anderson, Jim Lewis, Aaron Wolf,

- II. **Secretary Report** -- Jim VanDenElzen presented meeting minutes from Sept. 16, 2010. Reviewed by board, and **Motion** made by Sue VanDenElzen to accept, with a **second** by Early Fuller: Approved.
- III. **Treasurer's Report** – Cheri Perrault presented the balance sheet and income statement for the period ending Sept. 30, 2010. **Motion** to approve the Report as presented by Sue VanDenElzen); **second** by Early Fuller; Approved.

IV. **President Correspondence/Comments:**

• **New Applications:**

1. Crossroads Bible Church (Bay View Middle School is meeting Site)
2. Wisconsin Imaging
3. Nicolet Bank
4. Donna's Hair Gallery
5. Pilgrim Lutheran Church
6. Neighbor's
7. Airforce Gymnastics
8. LillyBee Flowers (*2011 membership*)
9. Bates City Barbeque

**Motion** to accept presented applications into HSBPA membership by Cheri Perrault; **seconded** by Paula Pyle; Approved.

- Howard Christmas Parade – We have been requested to participate in the Christmas Parade for 2010. In the past we have donated \$600. We have the funding available and a motion was made to make a \$600 donation for 2010 by Paula Pyle and second by Cheri Perrault. We will also promote in our member newspaper and newsletter.

V. **School Report** – Damian LaCroix

- Football Season is coming to a close for 2010 – successful season overall.
- Fall Play is beginning Nov. 11, 12, and 13: "Flowers for Algernon" – Call Kathy at 662-7246 for tickets.
- Dec. 3 is the "NEW NORTH SUMMIT" where the 18 Counties in NEW come together in Oshkosh at the Kolf Sports Center to discuss Economic Development. Mr. Mark Murphy is the Keynote Speaker, [www.thenewnorth.com](http://www.thenewnorth.com) is the organizations website.
- Phi Delta Kappa Survey handed out to group to review: Topic is – What American's have to say about Public Schools.

**VI. Suamico Report – Adam**

- Festival Foods Opened - Urban Edge had been impacted by the economy and the impact of Festival is increased traffic and shoppers for the area! Shopko has been very encouraged and has seen improved profit for the past 2-3 months at the Suamico site.
- LaJava opened second site in Urban Edge area as well.
- ProBowl is in receivership at this time. Not certain of outcome for business at this point, they are open and operational in this transition.
- 39 New Homes which will add 6 million dollars in taxable value.
- Suamico looking at a 1.8% tax increase
- New Construction for Suamico Public Works on Wooddale. Completion expected in mid January.

**VII. Green Bay – Julie**

- Green Bay Packer home games selling out the community!
- Better by the Bay – continues to promote Green Bay and the Community at large, Brochures and Coasters are available at businesses during the football season!
- Green Bay Packer Organization has also invested in commercial advertising in some of the Big Markets around Wisconsin including Chicago, Minneapolis/St. Paul and Detroit to promote Greater Green Bay

**VIII. Committee Reports & Assignments:**

- A. **Nominations Committee** – Paula Pyle reported:
- Confirmations from 3 of 4 current Board Members who will run for another term. We are also filling additional positions at this point – slate will be ready for Voting in November.
  - New ByLaws reviewed and approved for general association review and approval process. Questions will be opened up at Nov. meeting and formal approval at December meeting. **Motion** to approve the revisions with the removal the wording for “Business Associations” by Cheri Perrault. **Second** by Phil Bellis. All Approved.
- B. **Member Resources** – Sue VanDenElzen reported:
- Reminder that we need Newsletter information by Oct. 24, 2010
  - Report will be ready from membership Survey in January.
  - **PRINTER:** Metered Mail is over for the number of current Members. We are pursuing alternatives including purchasing a Bulk Permit - Bob suggested that he look to see if his bulk permit can be used for the newsletter as well – another option would be to look at Bulk Stamps
  - Sue presented the DePere Directory and will be putting into 2011 budget – We are looking at cost effective printing (\$1.67 per piece so far is best pricing – Damian offered to check with the Print Center as well at the district office)
  - Overall budget request for 2011 is \$4700.00
- C. **Community Service:** No Report
- D. **Newspaper** – Bob Strazishar
- Bob reported on his efforts to place the community bulletin “on-line”. He is constructing the site which will link with the HSPBA site over time. He believes it will be ready in Jan 2011! It is super great and

will offer additional advertising opportunities including coupons etc. from our local businesses.

- The HSBPA.com domain is available and Bob recommends that we purchase domain!
- Bob has set up HSBPA tweet name and CBulletin as additional tweet name to begin to use social media to drive traffic to our site!

E. **Budget** – Cherri has asked that all committees pull their budgets together and forward to her. She will pull the projections together from the Revenue and proposed expense budgets for Full Review and Approval by the Board in November. Please Note: As you project 2011 budgets please indicate which area of the budget that would represent from 2010 or earlier.

F. **Education** – Aaron Wolf  
November 10<sup>th</sup> meeting at Village Green 12:00pm (A & A Security is speaking) November 15<sup>th</sup> meeting at Town Line (Guest Speaker as well)

G. **Fundraising** –  
No Report

H. **Marketing** – Jim VanDenNelzen

- We are looking at a few items including Gift Certificate for individuals to purchase for shopping Howard Suamico first! DePere and Algoma have used this model in the past – DePere is discontinuing at this point due to low participation. Algoma sells about \$45,000 per year (\$20,000 at the holidays for promoting gift certificates through local business gifts to employees) The cost to pull this together is minimal – and would greatly benefit local businesses! Julie will have Pam from Algoma provide us additional implementation information.
- Website Updates: We have had proposals and presentations from the following businesses: Fire Pixel, Fox Valley and New Terra – all had excellent presentations and we will need to send out an email vote with recommendation from the subgroup that was present during the presentation process. (We do not have quorum to vote during the meeting at this point.)

IX. **Next Meeting:** Thursday, Nov. 18, 2010.

X. **Adjournment** – **Motion** to adjourn made by Tracy Johnson at 9:05am **seconded** by Cherri Perrault. **Approved.**