

**I. Call to Order & Roll Call****II. Adoption of Agenda****III. Consent Agenda**

- December 14 2018 Meeting Minutes  
(if approved, to be uploaded to website – any Executive Session to be excluded from minutes)
- Committee Meeting Minutes (those that were submitted)

**IV. Officers' Reports**

- President's Report – *Ryan Monette*
- Treasurer's Report – *Nathan Bolin*
- Executive Director Report – *Chuck Gilbert*

**V. Standing Committee Reports**

- Finance Committee – *Nathan Bolin (may be included in Treasurer's Report)*
- Marketing Committee – *John Broda*
- Membership Committee – *TBD*
- Nominating Committee – *Tricia Diduch*
- Government and Community Affairs Committee – *TBD*
- Women @ Work Committee – *Angi Kolthoff*
- Special Events Committee – *Anabel Toye*
  - Membership Awards Gala – *Anabel Toye*
- Ambassadors -

**VI. Other Committee Reports**

- Personnel Committee – *Dr. Mike Piller*
- RORO Expo – *Kelly Maier*

**VII. Old Business****VIII. New Business****IX. Adjournment**

- Next Meeting: February, 15<sup>th</sup> (8:00am, RockTek)

Board of Directors: Ryan Monette, John Broda, Nathan Bolin, Anabel Toye, Clyde Grooms, Tricia Diduch, Dr. Michael Piller, Stacy Phillips, Angi Kolthoff, Adam Lane  
Staff: Chuck Gilbert (Executive Director), Kelly Maier (Office Manager)

# New Year's Resolution For Board Members

*From Gail Perry's Fired-Up Fundraising*

## 1. I will encourage everyone to think big.

As a board member, I know that thinking small will not get us where we want to go. We are not going to change the world, save the environment, feed the hungry, change our community, find a cure – by thinking small.

So I will think big. I understand that there is great power in a **big, wildly exciting vision**. Because a big juicy vision will help attract people – and financial resources – to our cause.

## 2. I will have a bias towards action.

Knowing that my organization needs more than talk out of board members, I will focus on positive actions that I can take.

I refuse to be one of those board members who thinks their job is simply to come to meetings and just offer an opinion.

I will ask the ED and our staff what they need the board members to actually DO this month, this quarter, this year.

Taking action will be more fun and will create much better results!

## 3. I resolve to understand our numbers.

I promise to spend some time understanding the data about how we raise money and how we spend it.

I want to learn more about [where our money really goes](#).

I want to learn about my [organization's fundraising plan](#) and our funding/business model.

Like Tom Peters said, *'Without data, I'm just another person with an opinion.'*

I want to know more about my role as a fiduciary guardian of our nonprofit.

## 4. I will support our fundraising program and our annual fundraising plan.

I understand that there are many ways I can support fundraising and help celebrate our donors.

Since fundraising is not just about asking for money, I know I can play a valuable role even if I am not out there soliciting – (by listing my relationships, meeting prospects, thanking donors, involving new people, etc.)

I understand my various [fundraising responsibilities as a board member](#).

I will help foster an [organizational culture that will support philanthropy](#).

I'm interested in educating myself about fundraising – how [it works today and what works best for us](#).

I won't suggest a new fundraising idea or project without first understanding its potential impact on our staffing and volunteer resources.

## 5. I will be optimistic, no matter what!

Knowing that negativity is self-defeating, I will discourage everyone from handwringing and naysaying.

I know that negativity wipes out all our energy and passion.

I resolve to be the board member who has the point of view of abundance rather than scarcity.

And I hope to influence the rest of my fellow board members.

I will encourage a positive, can-do attitude – because THAT is what can change the world.

## 6. I will go back to my vision again and again.

I know that my vision of a better world will help to keep me energized, focused, passionate, and results-oriented.

So I will stay focused on my vision of what's possible and how our organization is making it happen.

If any of our board members feel jaded or bored, I'll encourage them to remember [why they really care](#) about this cause and our organization.

I'll do my best to keep the fires of passion and energy burning brightly.

## 7. I will dare to challenge the status quo.

Knowing that change is hard for all organizations, including ours – I will be open to new ideas and new ways of doing things.

I will encourage my fellow board members to be willing to let go – no matter how threatening change is.

I will remember Jack Welch's famous quote:

*"If change is happening outside the organization faster than it is on the inside, the end is near."*

I resolve to be willing to ask, "Why are we doing this?"

## 8. I will make my own proud, personal gift to support my organization.

AND I will encourage the other board members to give.

I understand that if we don't put our money where our mouth is, we have absolutely no credibility.

I resolve to set an example by giving cheerfully and generously.

## 9. I will support the Executive Director and staff.

I will not ask the staff to overwork themselves, or sacrifice their personal lives in the name of our cause.

Understanding that they carry enormous responsibility on their shoulders, I will support paying them competitive salaries.

I resolve to support a healthy boundary between board members and staffers. This means that I will not attempt to direct individual staff members. Instead I will deal with their boss, the ED.

I resolve to show up. To return their phone calls and e-mails. And help out when asked.

## 10. I will be a “sneezer” and advocate for our cause wherever I go.

Knowing that ideas can be contagious and spread among people like viruses — I will practice my cheerful elevator speech when I meet a potential supporter.

Above all, I want to create an epidemic of buzz about my organization all around.

I resolve to be a [terrific personal advocate for our organization](#) and our cause. And I'll have fun doing it!

## Bottom Line on New Year's Resolutions for Board Members:

I don't want to mess around as a board member.

I certainly don't want to waste time in meaningless meetings that are all talk & no action.

I want to make my service on the board meaningful.

## I want to make a real difference in the world!



Ensure that disagreement is expressed sensitively.



Disagree with the idea, don't criticize the individual.



Respond to disagreement with a spirit of inquiry. Ask for clarification or examples.

# HANDLING CONFLICT

## During Board Meetings



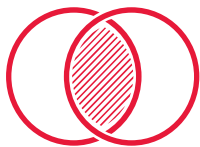
Separate personalities from ideas.

Because meetings depend on interaction among people with different values, perspectives, and communication styles, it is almost inevitable that conflict will sometimes occur. The impact of conflict depends on what the conflict is about, how it is initiated, and how it is managed.



Humor is an effective means of reducing tension.

Submerged conflict eventually surfaces. When someone raises a seemingly negative point of view, he or she at least gives others a chance to address the issue. When they can't express differences, people may enter into covert forms of conflict that aren't readily apparent. Encourage candid discussion. Uncontrolled conflict, however, can lead to hurt feelings, withdrawal, and destruction of the group. Use these tactics to keep conflict healthy and productive.



Focus on commonalities. Point out the similarities between individual perspectives. Let the group know you want to build on those.



Ask two people who most oppose each other to sit down together and work out a common approach.



If the board is deeply divided, postpone decision-making. Appoint a task force to work on a proposal to the board. Include all factions on this task force.

## Marketing Committee

1/8/19

Committee Chair: John Broda

### A. Community Profile

- a. Content will be done by RyCOM and Ryan M since it was not provided by the Chamber Staff.

### B. Statement to members

- a. Drafted, waiting for Ryan M and Chuck's approval

### C. Email Purge - March 1 purge and re do member email list.

### D. Good for the Membership meeting - Needs to be revamped with Marketing providing content for the meeting. Eliminate the February 26th meeting due to Awards Gala giving the important information that would have been shared at this meeting.

### E. Sponsorships - Email will go out informing all members that they can select their sponsors for the entire 2019 event calendar.

### F. Email to members about different committees that need more members.

### G. Upcoming Events

- a. RORO Expo - New media deal struck by John, approved.
- b. Awards Gala- Utilizing the program to disseminate some information from President's report. Need information from Ryan M. ASAP
- c. Golf Play Day - June 14th Date. Approved Marketing Budget
- d. Softball Throwdown- August 10th, Approved Marketing Budget

### H. Member Circle - Begin in March.

### I. Member Discount Cards

- a. NEW
- b. Instead of the plaques given only to new members, do a chamber member discount card. All members get one and can receive discounts from other chamber members. Solicit chamber members for discounts and display those on the website or other avenue.

RORO Meeting

1/10/19

Staff Run with volunteers

- A. We need to obtain a temporary business license to operate RORO out of RMS
  - a. Kelly to contact County.
- B. Mark's Pizza and the Business running the pancake breakfast need to obtain a food permit
- C. We need to have a designated volunteer near the stage when we have talent there.
- D. Branda is looking around for talent to perform at RORO
- E. Mark's Pizza will be doing an eating contest of some sort
- F. Kid's Zone
  - a. Bob Nowicki gave verbal confirmation to Chuck that he will provide the bounce house this year. Chuck is getting an email confirmation.
- G. Brent, representative of RMS, gave us permission to put a banner on the fence at Kinnickinick School on 251.
- H. Mike Frank has offered us to use his trailer to move items from the chamber office to RMS and back.
- I. We need volunteers!
  - a. Parking
  - b. Front Table
  - c. Stage

Next Meeting January 24th @ 9am @ Chamber Office



Special Events Committee Meeting  
December 19, 2018  
RyCOM Creative Office

Members: Anabel Toye, Angi Kolthoff, Branda LaBuy, Kelly Maier  
Not Present: Branda LaBuy

- A. Review image created by Ryan for the hosts of L&L.
- B. Discuss topics for Lunch & Learn events for 2019
  - a. What company would we want to approach to give L&L on each topic?
    - i. **Team Building, HR employee specific, Digital Marketing / Google Ads, Tax information,**
    - ii. **Networking - John Broda Q1**
    - iii. **Marketing - RyCOM Q2**
    - iv. **HR/Team Building - Stateline YMCA?, MercyCare (Andy Jones) Q3**
    - v. **Healthy Lifestyle - Lifestyle Chiropractic? Q4**
      - 1. **Angi will reach out to Dr. Piller for Q4, Kelly will reach out to YMCA for Q3.**
  - b. John Broda's form was submitted for February. Approve or waitlist decision.
    - i. **Committee Approved John's Lunch & Learn.**
- C. Discuss Business After Hours
  - a. January - Chamber Hosted? Go over Member Circle, sponsorships on the website, and upcoming events. By the way meet the new office manager while you're there.
    - i. **Possibly at Stillman Bank, Goldie's Goodies, Change to Jan 16th. Kelly to contact Nathan about budget and location.**
    - ii. Kelly will create a budget form and event sheet. And contact Angela at Louie's for confirmation on January 9th date.
  - b. Other host ideas.
    - i. Kelly is in conversations with Maggie at the Beloit Chamber to do a joint one this year. Maggie is getting dates on what they have available.

Next meeting: January 16th, 10am @ RyCOM

Membership Awards Gala Meeting Date: 1/4/19

Members: Kelly Maier, Branda LaBuy, Ryan Rydell, Diane James, Anabel Toye

Not Present: Diane James

- Contact at the Pavilion
  - Taylor Adolphson - Kelly is in contact with her about details for the event.
- Flowers -
  - Kelly to check with contact, if they can't Anabel will reach out to Glitz & Go / Vintage Petal about a discounted rate.
- Entertainment -
  - Josh committed. Waiting for contract.
- Sponsors -
  - Event Sponsor - Blackhawk Bank
  - Entertainment Sponsor - NorthPointe
  - Flower - BSLBV
  - Bar - John Broda , (3) Left. Chuck will continue to fill the remaining (3) sponsorship opportunities.
- Nominations - Open and slowly trickling in. Nominations close January 17th.
  - Encouraging nominations via email, social media.
- Registration -
  - Eventbrite, Open to the public.
- Raffles• Liquor Pull• 50/50
  - All, all proceeds going to the chamber. Eliminate Raffle baskets. Few select items in stead, Jewelry & Valentines Baskets. \$20/ ticket, only 20 tickets each.
    - Kelly Going to the Gem Shop to talk about a donation.
    - Anabel Going to DC to get a wine basket & Glitz & Go for flower cert.
    - Branda will get a restaurant certificate. & Sugar Britches.
- Invitations -
  - Ordered, going out next week.
- Chuck to continue to coordinate with HCHS about volunteer students.
- Speaking -
  - Chuck to welcome everyone, thank sponsors, Introduce Ryan Monette.
  - Ryan M. five minute 2018 chamber overview. (Always done by the President)
- Program -
  - RyCOM has offered to design and print program and cover the cost of a photographer in trade for a table (\$680). Committee is okay with it, getting approval from Ryan Monette.
- Other ideas -
  - Commit to a sponsorship for any chamber event and double your casino cash value.

Next Meeting: January 16th, 11am @ RyCOM

## Membership Awards Gala

Meeting Date: 12/19/18

Members: Kelly Maier, Branda LaBuy, Ryan Rydell, Diane James, Anabel Toye

Not Present: Branda LaBuy (called in to be in the meeting by phone, Diane James.

Others Present: Tami Kellerman, Chuck Gilbert

- Contract has been signed, check delivered. Who is our contact for details?
  - **Kelly will call to see who our contact is.**
- Flowers - Any word from Joe at Schnucks? Should we start exploring other avenues?
  - **No new information yet from Diane.**
  - **Event Floral - Tami to contact about the opportunity with the caveat that they be a chamber member.**
- Entertainment - Kelly reached out to Josh and he is sending over a written agreement for us to review and sign. Have not received it yet as of 12/18/18
- Chuck talked to NorthPointe and he has said they agree to be the \$1500 Entertainment Sponsor. We have not received their online order yet as of 12/18/18.
  - **Chuck- Other Sponsors - Sent emails to 12 businesses. Cornerstone Credit Union is looking for something for less money, letting them know that our smallest sponsor for this particular event is \$500. If that doesn't work then he will send then the rest of our sponsor opportunities.**
- Chuck has been in touch with HCHS National Honor Society about volunteer hours that night. They have expressed interest.
- Nominations - Open and slowly trickling in. Nominations close January 17th.
- Registration - Eventbrite or Website?
  - **Eventbrite, for check in option and convenience for options.**
- Raffles? Liquor Pull? 50/50?
  - **All, all proceeds going to the chamber.**
- Ryan showed us the intention for the invitations.
  - **Number to print - 250. First week of January to send.**
- Other ideas to raise funds at the event - Bring to next meeting.
  - **Commit to a sponsorship for any chamber event and double your casino cash value.**

Next Meeting: January 4th, 11am @ RyCOM