



Baileys Harbor Community Association (BHCA) Board Meeting
May 16, 2023 - 11:30 - 1:30 p.m.
Baileys Harbor Fish Market and Grille

Members present: Andy Gill, Scott Bennett, Linda Mattes, Wayne Scaggs, Sam Nelson, Ann Marie Ott, Cynde Floor, Steve Makovec Absent: Kurt Kiefer, Carin Stuth

1. The meeting was called to order by President Andy Gill at 11:34 am.
2. Sam moved and Linda seconded a motion to accept the agenda as written and it was passed unanimously.
3. Sam and Linda also moved and seconded a motion to accept the minutes, which was passed unanimously.
4. Carin provided several documents providing information about our current financial status. No action was taken at this time to accept the submission. Members should email Carin directly with questions, if any.
5. Linda nominated Ann Marie to serve as Secretary with Wayne seconding the motion. Ann Marie was unanimously elected by the group.

Discuss/Take Action:

6. Update on Pacers sponsorship - Andy reported that the Pacers have accepted our offer to support the June 17th Spring Classic Bike ride event. He noted that the Pacers representative noted the dollar amount offered this year is in excess of the past contributions. This information does not align with documentation provided at the past meeting. Further review is needed to ensure accuracy and will need to be considered in planning for 2024. Cynde will contact Gibraltar school staff to donate the free tickets supplied to BHCA by the Pacers. Cynde will need a volunteer to help with the beer tent for 3, two hour shifts between 10 am and 4 pm. Linda volunteered for at least one shift and Scott may be able to assist with another as of today's date. All tips collected will be kept by BHCA.
7. Director's Report - Cynde
 - a. Farmers Market opened on May 14th and currently has 70 vendors, including 6-10 new participants. Concerts in the Park begins on June 23. Contracting for this series as well as other music for events is about \$5000 under budget for the year. A poster advertising concerts in all communities was produced via a collaborative effort with other community coordinators.
 - b. Yoga Series Summer – Cynde requested budget approval for the 2023 summer series noting that each instructor charges a different rate. She could contract with a single individual at one of the lowest rates, however some Board members expressed interest in learning more about this vendor before entering into an exclusive contract. Ann Marie moved and Steve seconded a motion to approve a budget that reflects the use of a combination of instructors. The cost will be about \$2200 after considering the \$1000 sponsorships obtained, potential for additional sponsorship money, and participant donations. The Board approved the motion.
 - c. Blessing of the Fleet – Cynde reported that she has secured volunteers to host several education booths at the event, hired a musician for entertainment and is still seeking a pastor to conduct the blessing of the boats. The Board approved hosting a beer/beverage stand, but will set aside plans to sell food given the availability of food from local businesses. In the event the marina dredging work does not allow for use of the marina space for this event, the booths, music and beverage service will be moved to the area behind the Town Hall and a ceremonial blessing of the Fire Dept.'s rescue boat will take place.



- d. 4th of July – Cynde asked the Board to approve spending \$3300 to bring the UW Marching band unit to the parade. Steve made a motion to do so, seconded by Linda and passed by the Board.
 - e. 4th of July – Cynde shared her plan to contract with Kobussen Transportation to shuttle visitors between Rec Park and downtown during the day on 4th of July. Ron Lawrence, owner of Baileys Harbor based “Door County Personal Drivers,” presented a quote for slightly less cost, however would be unable to transport as many individuals via his fleet when compared to the school bus option (4 buses) offered by Kobusson. No Board members expressed concern about her plan. Sam reported that the BHCA did not receive a grant for its transportation focused application. We will discuss options to re-apply at our next meeting.
 - f. Toft House – Cynde reported success in recruiting 6 additional volunteers to staff the Toft House six days a week from 9 am - 3 pm. She noted that 2 long-time staff have been paid over the past years, likely due to the inability to recruit volunteers. Cynde proposed that we continue to reimburse these individuals. No Board members disagreed with her plan. Andy recommends that Cynde develop an agreement for volunteers to sign to ensure understanding regarding the non-payment arrangement. Some concern was expressed regarding liability; Cynde will follow up with the Town office to determine current liability coverage for paid/unpaid individuals working in the Toft House.
8. Marketing and Promotions
- a. Proposal - Ann Marie proposed that we hire an individual to conduct an independent assessment/audit of our marketing and promotion activities. This audit would serve as a means to identify strengths and opportunities related to our current methods and in particular, to provide guidance related to continuing or changing our contract for website development, support and management; the current contract expires at the end of August. It would also serve as a resource for strategic planning efforts. Because Ann Marie is related to the proposed contractor, Ann Marie would donate the funds to cover the cost of the assessment (\$1000) to avoid a conflict of interest. The individual could have the assessment completed for us by the date of the July Board meeting. Steve and Jeff shared their positive experiences related to similar assessment activities.
 - b. Andy transitioned the group to a discussion of his interest in seeking assistance for Cynde in managing marketing and promotional tasks. He noted that in the past, the BHCA had hired a second employee on a part-time basis to do this work. Andy reported that he, Jeff and Carin had recently conducted an annual review of Cynde’s performance, which reflected many positives. However, the group noted her need for assistance with marketing and promotions tasks. He has solicited bids from four local marketing firms to provide assistance: Brilliant, Third Coast Marketing, PeaPod and Local Marketing. Cynde would have a prominent role in the selection process, if we move forward with this proposal. Andy urged the Board to move forward with the plan because of immediate marketing needs. He noted that the companies could also perform an assessment/audit. Hourly rates for these vendors average about \$75 per hour, per Andy.

After discussion, the majority of the Board expressed an interest in reviewing the proposals before making a decision. Andy stated he would upload the proposals to the shared drive for review. He also expressed interest in scheduling a virtual meeting or conducting an email exchange before the next Board meeting to make a decision. The discussion could include re-visiting Ann Marie’s proposal for the independent assessment.



- c. WFRV Channel 5 – Our Town – Cynde noted that Green Bay WFRV Channel 5 would be filming in Baileys Harbor regardless of our decision to purchase a marketing package. Scott stated he received a similar solicitation. Based on email correspondence prior to the meeting, we will not pursue a contract with the television station at this time.
9. Broadband Update – Sam stated that no new information was available since the last report and reiterated that several local neighborhoods are scheduled for broadband access before the end of the year because of the availability of underground utilities.
10. Strategic Planning Update – Andy reviewed the plans for the Board to host a community information gathering session on June 7th, from 5-7 pm at Max Bar and Maxwellton Braes Lodge. The Strategic Planning Committee will meet on May 18th.
11. Establishment of a relationship with Door County Housing Partnership – The Board agreed to learn more about the Door County Housing Partnership at our next meeting. Sam is on the Board and will provide an overview. Jeff is affiliated with the Workforce Housing Lending Corporation and will also provide an overview of that organization. The overviews will inform us about opportunities to collaborate and effectively advocate on issues brought to the Town of Baileys Harbor Board.
12. Affiliation with Door County Non-Profit Group - Linda moved that the BHCA join the Door County Non-Profit Board, Ann Marie seconded the motion, which was approved. This group meets monthly and provides opportunities for networking and education on issues pertinent to non-profit organizations and their Boards. Steve is a regular participant in this group. Cynde will make arrangements to pay the \$25 membership fee.
13. The next meeting will be held at the Thirsty Cow Taphouse on Tuesday, June 13 from 1 - 2:30 pm. Andy stated his desire to keep meetings to one hour in length.
14. The meeting was adjourned at 1:15 pm.