



Baileys Harbor Community Association Board Meeting

June 13, 2023; 1:00- 2:30 pm – Thirsty Cow Taphouse

Present: Andy Gill, Jeff Lutsey, Ann Marie Ott, Sam Nelson, Steve Makovec, Scott Bennett, Linda Mattes, Kurt Kiefer, Cynde Ploor; guest Mariah Goode. Absent: Carin Stuth, Wayne Scaggs

1. The meeting was called to order at 1:02 pm.
2. Guest Mariah Goode provided an overview of the Door County Housing Partnership, est. 2019. Her presentation will be made available on the Google drive and will be noted as an attachment to these minutes. Following her presentation, questions/answers and discussion the group agreed to collaborate with the Housing Partnership to provide an education session to the Baileys Harbor Town Board in the future. Sam, another member of the Partnership Board, will serve as the coordinator for this collaboration. We may consider offering other education sessions about home ownership for the community in the future.
3. The group unanimously agreed to a motion by Steve, with a second by Scott to accept the remaining agenda as written and the Board meeting minutes for the month of May.
4. Treasurer's Report – No report for this meeting; Carin was unable to attend.

Discuss/Take Action:

5. Steve made a motion, seconded by Scott to accept the revised bylaws. The group indicated their intent to review the bylaws on a periodic basis going forward.
6. The bylaws require Board members to declare their intention to vacate or continue their Board affiliation in the month of June, in order to allow time for new member recruitment. Andy, Jeff and Carin intend to leave the Board in October; Carin's intention was submitted in writing due to her absence from the meeting. All other members, the majority of which began their terms in 2023, stated their intention to continue.
7. Marketing Support Proposals – After interviews with two marketing firms, Cynde stated her preference to contract with Local Marketing, headed by Kelsey Fox. Cynde cited Kelsey's ability to manage requests in a streamlined manner, perform the work requested directly and overall felt that Kelsey had the better understanding of local destination marketing approaches, in part due to a previous affiliation with Destination Door County. The other vendor's approach to coordination and execution required too many steps and could require working with more than one individual depending on the type of assistance required. Cynde reported that Kelsey may also be able to help us with developing a marketing strategy in conjunction with our own strategic planning efforts. The group agreed to proceed with Cynde's recommendation. Andy will connect with Carin to confirm budget for the marketing support and will work on development of the contract. In addition, he will notify the other two vendors that provided proposals, after the contract with Local Marketing is executed to our satisfaction.

8. Independent Assessment Marketing – Website contract extension – To close the loop on the discussion from the May meeting and in light of the decision related to contracting for some marketing services, Ann Marie repeated her offer to donate funds to hire marketing/communications professional, Sarah Altermatt, to conduct an independent assessment of our website. Our current website contract with Schaut Technologies, which includes website hosting, domain renewal and email services expires at the end of August. Schaut has completed the majority of development tasks described in the contract. Sarah’s assessment will identify strengths and opportunities for improvement and allow us to continue services until a comprehensive marketing strategy can be developed and adopted. Ann Marie has contacted Shaut Technology to provide a quote for services through the end of 2023 and a second for 2024 for future Board consideration. The group agreed to proceed without formal a motion/vote.
  
9. Directors Report
  - a. Updates – Yoga; Spring Classic; Blessing of the Fleet – *see Cynde’s written report*
  - b. As the result of questions related to beverage pricing last year, Cynde proposed that we adopt Flanigan Distributing’s recommendation for our beer/beverage pricing at 2023 events which can be different based on purchase of kegs or cans. Scott will act as a advisor to Cynde to review the recommendations with respect for aligning prices with local businesses, not encouraging over-consumption while ensuring a profit for BHCA. No formal action was taken by the Board.
  - c. 4<sup>th</sup> of July – Volunteers and donations to non-profits – Cynde reported that last year a last minute decision was made to offer \$200 to volunteers as an incentive to fill large gaps in the volunteer pool for the 2022 event. Following discussion of potential options, the Board agreed to donate \$500 to the non- profit of choice for any group of 4 individuals (at a minimum) that commits to a 4 hour period of service. The payment will be forfeited if the 4 individual or 4 hour minimums are not met.
  - d. Harbor Holiday Tree Order – Cynde proposed that the BHCA offer community members/businesses the opportunity to purchase a tree with a set of lights to be installed on Main Street in locations designated by the Town of Baileys Harbor Public Works/Maintenance Department. Individuals will be responsible for decorating and monitoring the tree. Tree sponsorship will cost \$50. These trees will not be available for placement at personal residences. Individuals will need to respond to the solicitation by October 1<sup>st</sup> in order for BHCA to order the trees from St. Nick’s Trees in Institute. Ann Marie moved and Sam seconded a motion to accept Cynde’s proposal and motion was unanimously approved. The Board will revisit plans for Harbor Holiday at a future meeting to determine the number of trees the BHCA may wish to purchase and decorate. Some members of the Board would also like to consider investing in permanent decorations for light poles on Main Street and other options to celebrate the holiday, other than live trees.
  
10. Strategic Planning Ad Hoc Committee – While the event and turnout in general was deemed positive, we identified the need to expand our approach to communications for these types of events, including using the Town of Baileys Harbor email/text distribution lists as well as ensuring Town Board members are invited. The next Strategic Planning meeting will take place on Tuesday, June 20 from 8-9 am at a location to be determined. If no location can be identified, Scott will host the group at Harbor Fish Market and Grille. The focus of the 6/20 meeting will recap feedback gathered at the June 7<sup>th</sup> event and build the survey. Individuals gathering feedback should enter their notes in the documented created by Kurt on the Google Drive.

11. Broadband Ad Hoc Committee – Kurt provided an update which is reflected in an attachment to these minutes. Kurt recommends that the BHCA take the lead for communicating updates about Broadband implementation progress in light of changes to the committee structure associated with the Town of Baileys Harbor. No objections to continuing these communications to our membership and via our website/social media were voiced.
12. Consider a cloud suite for small orgs that includes a virtual meeting option – This agenda item was tabled to a later date.
13. Grant Applications-Transportation/other. Sam proposed we form a sub-committee to identify grant opportunities and projects that could benefit from grant applications. He noted two more grant cycles via the Community Foundation in 2023, due in early July and October. Kurt and Ann Marie offered to support the effort. Steve will contact an individual with whom he has networked to secure input from the Foundation in advance of setting an initial meeting date. Jeff noted that we had funds remaining in the grant from the Town to pilot a bus route to support a future event. Jeff will send an update to Cynde in order to develop a plan for implementation using the remaining funds which should be based on the assessment completed by Sophie Parr. Parr's assessment report was paid for with a portion of the Town's contribution earlier this year.
14. Director's compensation –Cynde left the meeting at this time. Andy provided an overview of Cynde's annual review and noted her eligibility for an increase up to a particular percentage of her base salary. Andy shared the results of the annual performance review (conducted by Andy, Carin and Jeff), and following discussion, the Board unanimously approved a raise in the maximum amount documented in the employment contract and will be payable retroactively to the date of the review. We agreed that it may be necessary to revise the contract prior to her next anniversary date which occurs in April 2024. The motion was made by Steve and seconded by Jeff.
15. The next meeting of the Board will take place at 1 pm at Sway Brewing Company on Wednesday, July 12.
16. Meeting was adjourned at 3:04 pm.

On June 13, at 4:59 pm, Andy Gill sent an email to all the members of the Board of Directors as follows: I will make a motion to contract with Local Marketing (per the previously attached proposal) for an amount not to exceed \$1,200 per month. This motion will become effective at the time all board members have responded in the affirmative. Affirmative email responses were received from all Board members between the time of Andy's email and June 14, 2:57 pm. Andy will notify Kelsey Fox, Local Marketing and the other two vendors regarding the Board's decision. The contract with Local Marketing will be capped at \$1200 monthly based on Cynde's recommendation for the number of hours needed for marketing support services at this time.