



Baileys Harbor Community Association Board Meeting

November 8, 2023; 12: 00 noon – 2:41 p.m. – Bjorklunden – Attendees: Steve Makovec, Linda Mattes, Jim Brockman, Scott Bennett, Sam Nelson, Kurt Kiefer, Cynde Krowas (Destination Director), Tom McKenzie (Bjorklunden), Brian Fitzgerald (Peninsula Pacers)

Absent: Wayne Scaggs, Christina Studebaker, Bonnie Smith

1. The meeting was called to order at 12:00 by President, Linda Mattes
2. Introductions of visitors - Tom McKenzie and Brian Fitzgerald.
3. Addendum to the agenda requested by Linda Mattes.
 - a. Add Strategy of the BHCA topic
 - b. Remove topic 8 - Robert's Rules of Order
 - c. With changes made, the Agenda was accepted on a motion by Steve, seconded by Jim, and approved.
4. Changes to the minutes from the October meeting were requested by Linda.
 - a. Review the wording of #7, Item G and spell check.
 - b. Motion to approve the minutes with changes by Scott, seconded by Steve, and approved.
5. Discussion about the Peninsula Pacer's event.
 - a. Location of the finish line.
 - b. The role the BHCA plays in the event.
 - c. Cynde and Steve will meet with Brian to review payments history.
 - d. Cynde, Steve, and Sam will work with Peninsula Pacer's during the planning stages of this event.
6. Kurt began a conversation on how additional funding from room tax is being allocated for the BHCA and the process used to prioritize funding.
 - a. Marketing budget has doubled since BHCA began receiving additional room tax funding.
 - b. The BHCA Board needs to reestablish a budget baseline. This has a due date of March, 2024 with final voting slated for our March, 2024 Board meeting.

Discuss/Take Action:

7. Discussion around the roles and responsibilities of positions and of the overall BHCA.
 - a. Linda proposed defining our values.
 - b. All board members are requested to bring a couple ideas they want the association to focus on in 2024 with the Board deciding in the new year.
 - c. With all the new Board members, it was requested to do a gathering of the Board/Destination Director and their significant others to establish comradery. The goal is to plan this event in early 2024.
 - d. Defined the contact points between the BHCA and the Town of Baileys Harbor as being the President of the BHCA and the Destination Director. Any official communications and/or requests must be communicated to/from one of these two people.
 - e. All Board members to review their respective roles listed within the by-laws.
 - f. Cynde to create a master list of events so Board members can sign up for volunteer opportunities. For most events, it is expected to have a minimum of two Board of Directors and/or Destination Director volunteering. Larger events will require additional volunteers from the Board.

8. Directors Report - Cynde
 - a. Business memberships are slowly coming in.
 - b. Individual/Household memberships are great and above projected numbers.
 - c. Harbor Holiday update -
 - Number of vendors is looking very good.
 - Two parties have committed to playing music at the event. This will be background music.
 - Lake Fire Winery has partnered with the BHCA on the event and has committed to providing Mulled Wine for purchase to attendees along with other beverage options.
 - d. BHCA hired Local Marketing, LLC earlier in 2023 as our marketing professional to assist us through social media marketing.
 - A breakdown of time reporting was provided, showing us what time is being spent on for each month.
 - 2024 Contract discussion and concerns on the contract. Cynde and Steve to review with Local Marketing, LLC and request changes be made.
 - Steve motioned, and Sam seconded, to renew this partnership with Local Marketing, LLC. Motion approved.
 - e. Motion to order 2024 printed Brochure was made by Sam, seconded by Scott. Motion approved.

9. Green Tier Program
 - a. Linda to push this up to the Town of Baileys Harbor during her monthly meetings.

10. Town of Baileys Harbor Updates - Anything anyone wants to share
 - a. Location of the Marina was discussed
 - b. Broadband update - Encourage the Town of Baileys Harbor to support additional educational sessions for the community, in partnership with the BHCA and Bertram.
 - BHCA is happy to host the meeting but not be the sponsor of this project. BHCA will consider a community meeting later in winter as part of its educational series.

11. Discuss next month's meeting – The meeting will be held at the Baileys Harbor Town Hall on December 13 beginning at 12 noon.

12. Steve motioned to adjourn the meeting at 2:41 pm, Sam seconded. Motion approved.

Jim Brockman, Secretary Board of Directors