Baileys Harbor Community Association Board Meeting
December 10, 2024; 10:00am - 12:00pm
Baileys Harbor Town Hall - Basement

Attendees: Scott Bennett, Steve Makovec, Wayne Scaggs, Bonnie Smith, Christina Studebaker, Sam Nelson, Kurt Kiefer, Jim Brockman, Sue Schwartz (Destination Door County), Dave Eliot (Town of Baileys Harbor), Maddie Kwaterski

1. Meeting called to order at 10:00am by Scott Bennett
2. Introduction of attending guest(s) - John Frawley (BHCA Business Member)
3. Agenda, September Minutes, and Treasurers report accepted, Jim motioned, Steve second

Discuss/Take Action:

4. President Discussion
    a. Director Hiring Committee is meeting Thursday, 12/12/2024 to review applicants based on the most recent step in the hiring process, moving along
    b. Town, DDC, BHCA Collaboration continues to happen, everyone has been great while we have searched for an Executive Director
5. Ongoing, long-term, BHCA project updates - All
    a. Green Tier information has all been collected, working to submit to the state.
    b. Education Series Subcommittee is moving forward with building their list of topics and working hard to get meeting opportunities set up for the members.
6. Unemployment Report isn't required due to having less than 4 employees as a non-profit
7. 2025 BHCA Budget is being submitted to Destination Door County for review.
8. Kendall Park Brick Campaign closed as of December 1st. The final order is being placed in December.
9. Harbor Holiday was a community success. Very positive feedback from the community.
    a. Looking forward, we would like to have someone assigned to each 'section' of the planning.
    b. Our goal is to build upon the success from 2024. We want to get a larger turnout, but not too large. Focus is on local residents.
    c. We need to continue collaborating with other communities and attempt to stagger events when possible.
    d. 2025 planning will start in January, anyone interested in being a part is invited to reach out to the BHCA (EVERYONE - community members, business members)
10. 2025 Brochure is in the works. Collecting and updating business information.
    a. A quote from Spectra is being worked on.
    b. January 15th deadline to get to the printer.
11. 2025 Concert in the Park will be changing compared to past years. We will do the final Friday of each month, starting in June and ending in September.

    a. The benefit is that this will allow us to make this a bigger, monthly, event with larger talent, more advertising, and possible collaboration with local businesses to provide food/beverage for the event.
    b. Looking into changing the location to the Nelson Property which would allow for high visibility from the Highway and be right on the water - needs to be discussed with the Town.
    c. More planning is taking place and more to come.
12. Brown Trout planning has started, working with Howie's, the DNR, and reviewing the budget for prize payouts.
13. Schaut Technologies Contract - moved to January meeting
14. Local Marketing 2025 Budget and Projects is being reviewed. We want to make sure we are promoting our business members and utilizing this service in the most opportune way.
15. 2025 Event Schedule has been set.
    a. There will be no Pinups in the future.
    b. Food Trucks and Floaties event has been placed on hold and won't occur in 2025.
16. Newsletter topics continue to be established. Community and Business members are encouraged to reach out with any and all ideas they might want to see in our monthly newsletter.
17. Coordinator meeting update
    a. Tourism budget coming in January.
    b. NFL Draft discussions are happening to try and capitalize on this significant opportunity coming to the area.
    c. Recommended that the Executive Director should meet with topic experts from Destination Door County.
18. Format of meetings starting in 2025 will be first portion of the meeting to be an open session for all who want to attend with a later session of the meeting being an executive session, as needed.
19. BHCA Holiday Gathering will occur on January 16th at 5pm with Steve planning this event.
20. Business Sponsorship fee clarification (membership fee) needs to occur, there are some questions with the current contract. Committee will update the contract to clarify some questions that arose recently. Business membership and sponsorship forms will be digitized in 2025.
    a. All contracts need to be reviewed for accuracy and punctuality.
21. January meeting will occur January 14th from 10a-12p at the Town Hall.
22. Adjourn at 11:40a