

GSHBA News

FEBRUARY 2021

Newsletter brought to you by Golden Sands Home Builders Association

Upcoming Events Included in Newsletter:

February 10—5K Event Committee Meeting

February 16—February General Membership Event

February 25—Newsletter Ad Deadline

March 10—Silent Auction Donations Collection Date

March 16—Silent Auction Event

May date TBD—5K Event hosted by GSHBA

Fall 2021 dates TBD—2021 Parade of Homes

PRESIDENT'S MESSAGE

Greetings GSHBA Members,

I trust my letter finds everyone in good spirit and being busy with profitable projects. In my professional portfolio of clients, I have the privilege of having many individuals and companies who operate in the construction industry. From my on-going conversations, area contractors are staying busy and I hope that 2021 will bring many quality opportunities for all of you to grow your businesses!

Unfortunately, our association has been impacted by the COVID pandemic just like any other non-for-profit organization. We rely heavily on our members and the dues that they pay to maintain their annual membership. We also depend on several annual fundraising events that we have not been able to host last year or seen/experienced reduced participation and interest.

I realize that the strength of our organization is in our membership base and what GSHBA stands for with our mission and vision. I have been a member for over 5 years now and have observed very strong loyalty from several members who go above and beyond to ensure our association stays strong financially, continues to evolve with time and attracts new members.

Although we have not been able to offer social networking opportunities due to the State-wide mandates and restrictions, I am looking forward to the next few months when we will finally begin to slowly open things up within the safety and health guidelines to start hosting events.

We will make sure we select venues that can offer spacious areas for group meetings and food accommodations to ensure our members are comfortable with being around each other.

I am pleased to announce that we have come up with a tentative schedule of all future monthly networking events that I am excited about. We will look for ways to offer fundraising opportunities to engage as many members as possible so we could continue display financial stability. Many ideas have been discussed and put forth by our Board of Directors and we are always open to get feedback from our membership community as to what else we should be considering.

The Board has recently approved our Annual Parade of Homes Event. We are shooting for September, with final weekend to be determined soon. Pushing this event to a later date this year, hopefully will offer additional benefits for our builders who need more time to complete their projects as well as add extra locations to this year's Parade. Stay tuned for more news and additional information on the Parade weekend. Jon Marty has volunteered to be the Chair of the Parade of Homes Committee. Please feel free to reach out to Jon if you would like to assist him with the organization aspects of the event.

Finally, I wanted to thank everyone who continues to support GSHBA in any way possible. We are definitely facing challenges this year, but I have full trust and confidence that we will pull through and come out of this situation stronger and more unified than ever!

Sincerely,

Mikhail Salienko



Mikhail Salienko, Jr.

Commercial Lines Account Executive

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February Membership Event

Tuesday, February 16th at Memories in Plover

5:30 Drinks - Beer sponsored by Central Door Solutions

6:00 Dinner – Pizza and Wings

6:30 Guest Speaker – KerberRose

Christopher Olson, Senior Manager at Kerber Rose will be speaking on:

The Payroll Protection Plan 2nd Draw Loans

The Employee Retention Credit

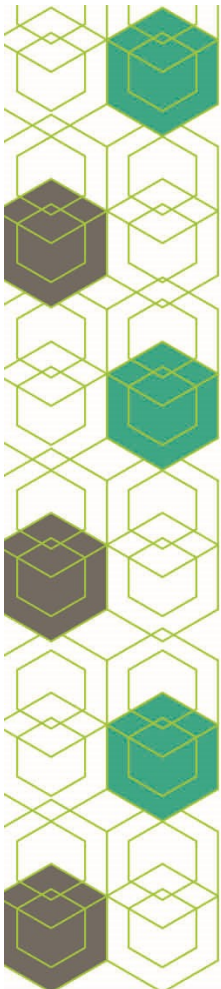
The Impacts these plans will have on 2020 & 2021 tax returns

Christopher will be taking questions about these different Covid relief programs.

RSVP by February 12th

One dinner included with each membership, each additional guest \$18

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SILENT AUCTION

In March we are planning our Silent Auction again! It's been a few years since we did this event and we are hoping to bring it back this spring with a bang. This is a great fund raising event for our association and we need your help with it.

If your business has anything you would be willing to auction please contact the office. If you would like to put together a basket, donate items or just donate cash towards a basket in your name we can put something together for you or have someone stop and pick up any donations you have.

**We hope to gather all donations by
March 10th.**

**The Silent Auction will be held
March 16th.**

DONATE



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We are looking at new events for our Association to host in the community. With all the regulations for gathering crowds indoors we thought this would be the perfect time to hold an outdoor event. We are looking at hosting a Walk/Run 5K event in May and need all the help we can get to organize the event and for volunteers to work the event. If you would be willing to help, please attend the first planning committee meeting.

5K Event Committee Meeting

Wednesday, February 10th at 4:00pm

At Backcountry Brewing Company—3252 Mecca Dr. Plover



Advocacy Digest | January 19, 2021
Brad Boycks, Executive Director

2019-2020 Legislative Wins

After an unconventional last session, we walked away with several wins that benefit the homebuilding industry:

- Construction and those companies supplying construction materials were deemed “essential businesses” when Wisconsin was under the “Safer at Home” Executive Order
- Legal interpretation and follow up FAQs on the “Safer at Home” Executive Order and statewide mask mandate
- Mandating that local units of government cannot require both a written and electronic building permit for a single family home. 2019 WI Act 38 and 2019 WI Act 38 summary memo.
- The authorization of \$16.7 million of surplus funds from the Wisconsin Housing and Economic Development Authority (WHEDA) for housing and economic development initiatives including \$10 million for rural workforce housing initiatives
- Flexibility for repairs to nonconforming buildings that reside in a floodplain. 2019 WI Act 175 and 2019 WI Act 175 summary memo.
- Codifying the wetland “in-lieu fee” program in state statutes (was previously only mentioned as an administrative rule/DNR guidance) and a more timely schedule for the release of wetland credits. 2019 WI Act 169 and 2019 WI Act 169 summary memo.
- Additional funding for technology upgrades at the Department of Safety and Professional Services (DPS) to speed up contractor permitting timeframes
- No changes to the reforms that we were able to achieve during the previous four legislative sessions
- Defeated detrimental changes to tax incremental financing (TIF) laws
- Defeated a rule requiring unnecessary inspections in commercial buildings
- Defeated a provision to allow municipalities to exceed revenue caps

We were also happy to end the 2020 election spending year with **\$354,500** raised by members to support pro-housing candidates.

Advertising Rates and Sizes

For “The Golden Rule” Newsletter

The Newsletter will be sent to all members and GSHBA friends via e-mail and posted on our website. The newsletter emails have the highest open rate out of all the emails the Association sends out. This is a great way to network your businesses to fellow members and other people in the public that have opted to receive our newsletter.

Ads run from March 1st 2021 to February 2022. Ads due February 25, 2021

COST

Full Page.....\$500 per year

1/2 Page.....\$375 per year

1/4 Page.....\$200 per year

Business Card.\$ 90 per year

ARTWORK

- Format for e-mailed ads

For all advertising copy that includes text and pictures, file formats must JPG or GIF at 300 dpi.

E-mail ads to office@gshba.net

Check One: Full____ 1/2____ 1/4____ Business Card ____

Company Name: _____

Ads Due by February 25, 2021.

PAYMENT

Please make check payable to: GSHBA

____ Check Enclosed ____ Invoice Me ____ Credit Card

Credit Card Number _____

Expiration Date _____ CVV Code _____



WBA has partnered with Snazzy Traveler to offer you a FREE Travel Savings Membership valued at \$99. You gain access to unlimited savings on thousands of hotels, cars, cruises, activities and more all year long.

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We thank you for your continued support and participation!

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BPA stands for Business Diagnostic & Plan of Actions and is an exclusive and private business planning tool from Small Business Growth Partners, developed through focusing on the issues of builders, remodelers, HBA Associate members and how to solve them.

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