**Waterloo Business Association- April Meeting Minutes**

**Date: WEDNESDAY, APRIL 26, 2023 Time: 5:00 P.M. Location: Maunesha Business Center**

1. **ROLL CALL AND CALL TO ORDER:** President Sam Hensler called the Waterloo Business Association monthly meeting to order at 5:04pm. ROLL CALL: Voting members present: Deb Krueger, Lee Columbus, Jenna Kohn, Joanne Peterson, Michelle Soter, Steve Parker, Sam Hensler, Jennifer Zimmermann, Ben Reigel, Kera Casto, Nicole Tuttle. Non-Voting guest: Nicole Lesperance, Anne Ranguette, Gabriel Elder.
2. **NEW MEMBER AND BUSINESS INTRODUCTIONS:** Anne Ranguette- Shorewest Realtor, Gabriel Elder- VirusProof Technologies, Nicole Lesperance- I Love An Addict Too, LLC Coaching are all guests.
3. **MEETING MINUTES APPROVAL: MARCH 1, 2023 Motion:** Moved by Niki to approve the minutes, seconded by Lee **VOICE VOTE**: Carried 11-0
4. **BOARD MEMBER AND REPORT UPDATES:**
5. **Vice President:** Steve spoke and stated all applications for Spooktacular and Weiner and Kraut have been sent to the city for approval.
6. **Financial Report:** Ben spoke said he signed papers with the bank 2 days ago and is officially the Treasurer. Working on updating and paying outstanding invoices. Report will be sent once it is all update into our new spreadsheets.
7. **Membership Coordinator:** Esther spoke and stated we have new members of Crave Cheese, Mckay Nursery, and Bridge Nutrition. Sam stated her and Esther will be going over the membership packets.
8. **Public Relations and Social Media:** Keraspoke and stated she is going into Facebook and Instagram and trying to “follow” all of our members and businesses.
9. **OLD BUSINESS**
10. **“Waterloo Community Foundation”:** Sam spoke and stated Corrine Novak is a volunteer community member added to our board. Per our attorney he suggested one none business member represent the committee. We can use this committee for scholarships, bingo, raffles, and donations that can be written off for taxes.
11. **Membership Packets:** Sam spoke and stated we have no updates still working on.
12. **Head Shots/Photos with Lovely Sparrows Photography:** Sam spoke that Lovely Sparrows agreed to the $500, $450 for time and $50 for processing non-member photos, business members are free, 5-10 minute time slots, $25 for non-members. June 6th from 1-6pm in the professional building. Moved by Lee to approve the minutes, seconded by Niki **VOICE VOTE**: Carried 11-0
13. **EVENT UPDATES**

**a. Wine and Beer Walk:** Jennifer spoke and stated we are currently at 83 tickets sold. 15 local businesses participating, 12 locations, and VFW has 10 vendors. Pretzel Truck, Mini Donut Truck, and Ayala’s will have tacos. Hubbleton Brewery beer has also been added.

**b. Farmers and Artisan Market:** Jennifer spoke and stated we are looking for “Businesses of the Week”, we will create a Sign up Genius for this.

**c. Weiner and Kraut:** Sam spoke and stated we will be looking for members at locations for 2 hour shifts. We will start a list. Weiner and Kraut committee will be Sam, Nicki, Steve, Kera, and Ben.

1. **NEW BUSINESS**
2. **Marketing:** Jennifer spoke and stated she has been working with Joanne at K-Press. We are looking for a new alterative for sponsorship banners. Quotes on metal signs 12x24 for $23, 12x16 for $17. We could then get a board and just replace the metal signs per event depending on who was a sponsor. All were in favor of it being a great idea. Tabled until next meeting to discuss further. QR codes were discussed and Michelle and Nicole stated you can get free ones on our Canva. Lee stated he was unfamiliar with QR codes and how they work. He asked if Kera our social media coordinator could do a presentation on how to create and how they work. Kera accepted and said she would work on.
3. **ANNOUCEMENTS, FUTURE AGENDA ITEMS AND NEXT MEETING:**
   1. Lee spoke and stated his historical plaque has been installed. Sam shared the “Thank You” note that Lee and Brandon sent the Business Association. Lee said he ordered the bronze plaque from a company in Massachusetts. Joanne from K-Press stated this is also something she can help with in future plaques. Michelle asked if this is something we can put in the Courier.
   2. Jennfer spoke and stated the Maunesha Business Center does not have Wi-Fi. Is this something we want to add as a monthly bill, or do we get a hot-spot? As of right now it is not a major need so not adding. Steve mentioned we get a cooler with water for the back table.
   3. Sam spoke and stated we need to start thinking about how to spend our money. Do we want to do scholarships, façade or business grants.
   4. Lee spoke and stated the dog park is open and looks great! The Downtown looks great!
   5. Jennifer spoke and said Lee asked we send out the “Downtown Master Plan” so that was emailed out. We have lots of new and good development going on with the new laundry mat. Steve said no estimated time yet for the restaurant.
4. **ADJOURNMENT:** Moved by Steve to Adjourn at 5:58pm, seconded by Nicki. VOICE VOTE: Motion Carried 11-0.