**Waterloo Business Association- February Meeting Minutes**

**Date: WEDNESDAY, MARCH 1, 2023 (February 22nd meeting was moved due to weather) Time: 5:00 P.M. Location: The Venue At Rivers Edge**

1. **ROLL CALL AND CALL TO ORDER:** President Sam Hensler called the Waterloo Business Association monthly meeting to order. ROLL CALL: Voting members present: Esther, Jennifer, Sam, Steve, Lee, Niki, Joanne, Michelle, Theresa and Troy Knight, Mandy and Matt Ruechel. Non-Voting guest present: Ann Ranguette with Shorewest Realtors.
2. **NEW MEMBER AND BUSINESS INTRODUCTIONS:** Tifany Loeffler with Wildwood Barn & Cottage, Brian Orchard with Waterloo Vet Clinic, Theresa Peachy with Color Street. New Vendor Memberships: Julie Drzonek with Paparazzi, Jackie Hugo with L’Bri, Barb Popham with Aunt Vangie’s Closet
3. **MEETING MINUTES APPROVAL: JANUARY 25, 2023 MOTION:** Moved by Steve to approve minutes, seconded by Lee **VOICE VOTE:** Motion Carried 12-0
4. **BOARD MEMBER AND REPORT UPDATES:**
5. **Vice President Report:** Steve spoke and stated he is working on permits for the Wine

Walk and Farmers Markets. We need bartenders and backups. Insurance lapses August 5th we need to renew at that time. Steve and Sam spoke about the renting of the Maunesha Business Center. $100 a month up to 10 days/month. Extra days will result in extra fees. The CDA meets the 3rd Tuesday of the month (March 21st) at 6:00pm. Steve will attend this meeting and put this proposal in front of their committee. Moved by Lee to approve, seconded by Mandy. **VOICE VOTE**: 12-0

1. **Secretary Report:** Jennifer spoke and stated she has been to park meetings and Master Plan meeting with the city. If you would like to see handouts or discuss, please reach out to her.
2. **Financial Report:** Sam spoke and read the Treasurers Report for January 25, 2023

through March 1, 2023. Balance: $22,623.28, Debits: $38.00 (Farmers Market Flyers), Deposits: $2679.88, Large Debits (Above $250.00): None.

1. **OLD BUSINESS**
   1. **Personal Mastery Class:** Jennifer spoke on the class she attended January 27-29. She reported class was very interesting. It is not a corporate style training it is a “personal” mastery. Some people were retired, families, or businessmen. Went into how to communicate with people that think outside the box, and think differently than you. 4 types of people dominate, people caring, people pleaser, and adventurous, and how they interact and communicate. Mandy stated that banks are required to take these classes.
   2. **2023 Elections and Nominations:** Sam spoke and stated she spoke with our lawyer.

This election period we will need to have everyone re-elected for their positions. Then going forward, we will alternate according to the updated by-laws. We will be looking for a social media and treasurer.

1. **EVENT UPDATES**
   1. **Wine and Beer Walk:** Jennifer spoke that she has a meeting with Sunshine Brewery to be our beer distributor on March 20th. Waiting on email back for one-on-one meeting with Lewis Station our wine distributor. Emails went out to businesses looking for “trinkets” for goodie bags. Sponsorships: Madison Street Wellness donating wine glasses. Waterloo Vet Clinic, Knots Erased, and Luminous Rose sponsorships for the band expenses. Need more bartenders, Mandy, Theresa and Billy will be sent links to sign up for licensing.
   2. **Farmers and Artisan Market:** Jennifer spoke that her and Robin are attending a class

at Waukesha college on March 3, 2023 for a managers training on farmers markets. Facebook post have gone out looking for vendors. Flyers have been made and will be hung around the local communities.

1. **NEW BUSINESS**

**a. Social Media Classes**- Sam spoke about social media classes, she will get us links.

**b. “Friends of WBA”-** Sam spoke about her phone conversation with our lawyer. This

committee needs to be formed to be in compliance for raffles, drawing, and purse

bingo. Per our lawyer we already have an account set up with money in the account.

Sam is working on transferring accounts. We need to form a separate board for this

committee. Volunteers are Jennifer, Mandy, and Lee. The new name for this is “Waterloo Community Foundation”

1. **ANNOUCEMENTS, FUTURE AGENDA ITEMS AND NEXT MEETING**- Jennifer spoke and

discussed having an annual award for “Volunteer of the Year” or “Business of the Year.” This would be a nomination and voted on process. More ideas and recommendations on how to proceed will follow.

1. **ADJOURNMENT: MOTION**: Moved by Esther to Adjourn, seconded by Lee. VOICE VOTE: Motion Carried 11-0 (Steve left early so down a voting member)