



Waterloo, Business Association PO Box 84, Waterloo, WI 53594

Waterloo Business Association - January Meeting Minutes

Date: January 25, 2023

Time: 5:00 PM

Location: Waterloo Blooms

1. **ROLE CALL AND CALL TO ORDER:** President Sam Hensler called the Waterloo Business Association monthly meeting to order. ROLL CALL: Voting members present: Steve, Sam, Jennifer, Esther, Lee, Robin, Joanne, Michelle, Niki, Laron.
2. **NEW MEMBER AND BUSINESS INTRODUCTIONS:** No New Members. No guest in attendance of meeting.
3. **MEETING MINUTES APPROVAL: OCTOBER 26, 2022 MOTION:** Moved by Steve to approve minutes, seconded by Lee **VOICE VOTE:** Motion Carried 10-0
4. **BOARD MEMBER AND REPORT UPDATES:**
 - a. **Vice Presidents Report:** Steve spoke and stated Waterloo Historical Society is no long part of Waterloo Business Association. Waterloo Business Association will still donate \$250 toward historical plaques once the plaque is installed.
 - b. **Financial Report:** Sam spoke and read Treasures Report for October 2022 through January 25, 2023. Balance: \$19,981.40, Debits: \$3,131.33, Deposits: \$72.22. Large debits (Above \$250.00): \$850.00 - Paint My Face, \$350.00 - High Energy DJ, \$260.00 - Waterloo Jr. Class, \$675.00 - Waterloo FFA, \$200.00 - City Hall, \$495.00 - Klemmer & Association
 - c. **Membership Coordinator:** Esther spoke stating renewals are due March 1, 2023. Membership will remain at \$50 per year. Emails with links for payment to follow in separate email.
5. **OLD BUSINESS**
 - a. **Vote on Window Clings:** Sam spoke stating K Press will be printing 250 window clings that will go out to 2023 members. **MOTION:** Moved by Robin to approve, seconded by Lee **VOICE VOTE:** Motion Carried 10-0

- b. **Waterloo Apparel:** Sam spoke on wanting to have a fundraiser promoting “Waterloo” clothing. This clothing is not associated with school/sports logos. Sam will be working with K-press to get more information, quotes, and fundraising ideas.

6. EVENT UPDATES

- a. **Personal Mastery Class:** Jennifer spoke stating she will be attending “Personal Mastery Class” given by Klemmer and Associates on January 27-29th in Champaign, IL. She will do a presentation at next meeting stating how businesses can benefit from these classes. We do still have one more available spot for the 2022-2023 year to send one more attendee. The business association pays for the class, the participant pays for any travel and lodging that is required.
- b. **Wine and Beer Walk:** Jennifer spoke about the May 20th event. She is working on vendors, food trucks, wine and beer. Wine will be from Lewis Station out of Lake Mills, WI. Working with the city to get permits for beer tent and band stand. The band will be “Radish” which is Ben’s band. Email will go out looking for bartenders, stop locations, goody bag donators, and sponsorships. We are working on pre-selling tickets at local businesses. Kera and Jenna Kohn have volunteered to help on the organizational committee. We are also looking into getting new wine bottle openers and possibly some insulated buckets.
- c. **Farmers and Artisan Market:** Jennifer spoke on the June 6- September 26 events. We will be getting emails out to start getting vendors signed up. We are offering \$15 per event or they can pay the \$50 vendor membership price and also get voting rights at monthly meetings. Robin and Jennifer met on January 17th to discuss organizational roles and marketing strategies. Steve is working with the city to get permits approved to move event to downtown dead-end. Lee has volunteered to help on this committee The event will be held on Tuesdays from 3-7.
- d. **Weiner and Kraut:** Sam spoke on the September 9, event stating they will start meeting for this event in June. No other updates on this event at this time.
- e. **Spooktacular:** Sam spoke about the October 28 event, stating they will start meeting for this event in July. No other updates on this event at this time.
- f. **Small Business Bingo:** Sam spoke on this November 25 event, stating we will be reaching out to local businesses to see who wants to participate in Small Business Day. We are anticipating a bingo card. More updates to come.
- g. **Stop the Bleed Class:** Sam spoke on this “TBD” event. The board members met with a consultant to get more information on classes and training. The board members discussed purchasing AED machines and first responder aid kits.

- h. **Purse Bingo:** Jennifer spoke about this “TBD” event. The Waterloo Booster club is looking to partner with WBA on this event. We spoke with Gary at Waterloo VFW about possibly holding the event at their location. We are working with our lawyer and the state to get a bingo and lottery certificate. This is mandatory to obtain before moving forward. We will need to create and form “Friends of WBA” group/board to obtain these certificates.

7. NEW BUSINESS

- a. **Advertising Opportunities:** Sam spoke about businesses helping businesses. Help promote each other. Examples: Stubby’s Bowl has advertising available on the lanes, Paradiddle’s you could sponsor coffee cozies with your logo.
- b. **Board Member Meetings Recap:** Sam spoke about and recapped the December- January board member meetings. We are working on calendars, membership letters and flow charts, reminders and tasks that have been created, and in general just being more organized and professional. We are working on a new website and email addresses, and a better way to communicate internally between board members. We are looking at a program called “box” that will be accessible by all board member. This will help eliminate some communication issues that are being addressed.
- c. **2023 Elections and Nominations:** Sam spoke about upcoming 2023 elections. Right now, the by-laws state 1-year elections. Some renewed and some did not. We are reaching out to the lawyer to see if we can change this to every 2-years with alternation so not everyone renews on same year. We will vote once we get information back from lawyer. March is the end of our Fiscal year and when voting will take place.

8. ANNOUNCEMENTS, FUTURE AGENDA ITEMS AND NEXT MEETING

- a. Sam spoke stating we are looking at the Maunasha Business Center as a possible “headquarters” for the WBA. Steve is working with the city on price. This location will be used for monthly meetings, board meetings, and can also be used for events.
 - b. Next Meeting: February 22, 2023 at 5:00 pm. Location will be at The Venue at Rivers Edge (Lee’s)
9. **ADJOURNMENT:** MOTION: Moved by Steve to Adjourn, seconded by Jennifer.
VOICE VOTE: Motion Carried 10-0