

Columbus Area Chamber of Commerce Minutes
July 11, 2017
FMUB – Training Room

The meeting was called to order by President Heather Whitman at 8:00 am

Board Members Present: Heather Whitman, Greg LeCaptain, Corey Ronge, Kara Premo-Rake, Lisa Cestkowski, JD Milburn, Cindy Fesemyer and Edie Illinski

Guest: JT Cestkowski – City of Columbus

Minutes:

There were no minutes to approve

Website: <http://columbuswichamber.com> **Email:** please use contact page from website

- **Submissions:** please use contact page from website

OLD BUSINESS

- **Firecracker 5** – Pre-registration was low but last minute registration was high. More workers will be needed next year.
- **Correspondence:**
 - **Web Site** – Tommy – nothing new
 - **Mail** – Tiffany – nothing new
 - **Phone** – Heather – just construction questions
- **Membership Report** – 84 members

NEW BUSINESS:

- Reebok Cross Fit Games (the elite from Regionals) will be in Madison August 3-6. This is expected to draw large crowds (600K – 700K). The games will be hosted in Madison for three years. Rooms are needed. This is last minute. We could try and organized for next year. If interested, please contact Heather.
- Fall Festival is scheduled for September 9, 2017 from 9 am – 2 pm. Set up will be at 8:00 am. The grand opening of the Library Annex will be that day. They are looking for sponsors. JD is looking to add Peoples & Products to this. A letter will be going out in August. If interested in the Fall Festival – contact Cindy Fesemyer.
- Future Business Development – a group has been formed to work on trying to develop the boulevard for business from Amtrak. So far the group involves Patrick Vander Sanden, Julie Hornbacher, Michael Thom and Lorraine Kasmski. We will be sending Greg LeCaptain as our representative.
- Marketing opportunities – JT Cestkowski – business liaison for the City of Columbus (with a degree in Marketing) has been visiting the business dealing with the 16-60 construction project. He has found that the service businesses seem to be doing okay but that the retail businesses have really taken a drop in customer activity. JT feels that the “out of sight, out of mind’ issue can be combated with 30 second ads. The Columbus is Open for Business – campaign. He can produce the ads for free and if the business wants the ad to keep afterwards for their own use – there is a \$20 fee. The eligibility is that the business must front James Street (a case by case can be considered if your business is adjacent or a direct competitor is doing an ad). This project will be announced on Facebook, the website and an ad in the newspaper. Production starts in two weeks. Contact: jtcestkowski@columbuswi.us
- Wisconsin Media Planner deadline is July 14th.

PENDING

- Welcome sign near the hospital

NEXT MEETING July 25, 2017 at FARMERS MERCHANTS UNION BANK at 8:00 in the downstairs training room.

A motion to adjourn was made by Corey and 2nd by Greg. Motion carried.

Respectfully submitted,



Edie Illinski,
Secretary