

## March 10, 2014 Cougar Country Business Association Meeting Notes

Meeting held at Coleman School Board Room, 6pm.

### Attendees:

Vern, Honey Do Contractors

Judy, Travel Leaders

Kat, WI Pay Specialists

Julie and Jeff, Gendron's

Nikki, WI MI Insurance, Coleman

Gary, White Potato Lake Outfitters

Doug, Coleman Schools

Cindy, Station House

Katie, Village of Pound

(I hope I didn't forget anyone!)

Radio Program is now available for \$35 per month for 3 months, totaling \$105 for 15 ads per month for a business, on two stations. Program arranged by our new members, Mare at Hare It Is Creative Marketing, and Deb at Bay Cities Radio. Please contact Judy asap to get in on this super rate at 50% off rates only for our association. This is a confidential contract for CCBA members only. Call Judy today at 920-373-5272 or 715-789-2124. She will also be available two different dates at The Station House to discuss this program, as well as placemats.

Placemats: We are taking ad reservations now. We are printing a double order this time, but the price is not double. The placemat is run green ink on white mat, to match Cougar colors. The ads are approx 2 1/8 tall by 1 1/2 wide. We put 30 ads on mat, and map of school district area we cover on the back. Price for ad is \$55 this year. See Judy to reserve a spot, and email ad copy to [glenjudykrueger@yahoo.com](mailto:glenjudykrueger@yahoo.com). (vote was to retain the full map on back of placemat, and not change at this time)

Payments go to CCBA, PO Box 38, Coleman WI 54112

Doug Polomis, High School Principal, discussed the surplus of trophies due to the sports successes of the Coleman School District over the years. In appreciation to the community and so that others can share and view the trophies, they would like to know if any businesses are able to display the trophies prominently in their business so that the public can view. They would loan out for 30 days or so. Please contact the school office if you are interested.

Mr Polomis also offered that some of their business classes studying marketing and entrepreneurship could perhaps help our association with deliver of window clings and buttons for the Shop Local campaign, spreadsheet work etc.

Mr Tate, the Technology & Engineering Instructor & Youth Apprenticeship Coordinator, wanted businesses to know that he has worked with Oconto, Oconto Falls and Wausaukee high schools to enter student in youth apprenticeship work places. Area of: Health Science, Agriculture, Food & Natural Resources, Transportation, Distribution & Logistics (Diesel Tech), Hospitality, Lodging & Tourism. He wanted us to know about this opportunity for business and students. If anyone is interested, please contact Mr Derek Tate at email: [tate@coleman.k12.wi.us](mailto:tate@coleman.k12.wi.us) or cell 715-927-7334.

Our next meetings will be Monday, May 12, 6pm at Coleman School Board room and we have added a 8am session on Tuesday, May 13 for those who can't make the night before. The

morning session will be a quick version without guest speakers. We want to give everyone the chance to attend, so board members will try to make both meetings - please join us. It is important to receive your input!

Chamber of Commerce - please go to [www.titletown.org](http://www.titletown.org) and look at Events and schedules on the Chamber website. As a CCBA member, you are also now a member of the Green Bay Chamber. We are only trying this for one year, so please take advantage of this great avenue! You can be added to the e-mail list by emailing [members@titletown.org](mailto:members@titletown.org) and asked to be added to emails under Cougar Country Business Association.

Loyalty Card - Julie Zeitler suggested a Loyalty punch card to bring people into local businesses and build loyalty. Discussion pursued about a punch per visit or punch per \$x spent, i.e. spend \$10 and get one punch, once you have spent \$100 in member businesses your card can be put into a drawing for monthly prizes like business discounts or gifts. We'd love to have a committee work on this, please indicate your interest.

A Member to Member, Business to Business discount was again brought up, but we need a couple people to spearhead this idea as well.

New businesses were asked for. Several companies were brought up as potential members or for open house or ribbon cuttings. We will attempt to contact some of these in the next few months. If anyone hears of a new business that is coming into the area please let a board member know. Remember our area is the entire school district including Beaver, Bagley, Brazeau, Grover, as well as Coleman and Pound.

Spring Sale information for May 16 and 17 is out. Forms can be picked up at Village of Coleman and area businesses or on CCBA website. Businesses are encouraged to fill out a form and send in, offer a special or a drawing that day, or perhaps refreshments (cookies?) that will encourage those doing sales to stop in at your business. Filling out the form and offering something will put you on the map for this event!

Business Showcase and Career Day events have been postponed until fall as everyone has been very busy this winter and we need more time to pull this together. Kasey from PK FIT came up with this idea and we are hoping she can continue with her enthusiasm for this event. Nikki may be able to assist and Kat with Career Day. We will have a planning meeting in April to begin these plans.

CCBA Secretarial Position is available. If you'd like to help by taking notes at meetings and working with the board of Cougar Country Business association, please contact Vern or Judy.

Jeff Gendron volunteered to assist with contacting members for program participation, thank you Jeff!

WI DOT update on Hwy 64 overpass was received by board members and will be emailed to all.

Re Signage on highway, Gary suggested planting Big Blue Stem grass around signs. Kevin and Vern to finish trailer and signage for north side in spring. Directory idea was discarded as consensus was that it was too expensive to produce and most people will go to the internet for our website. So please promote [www.cougarcountrybusiness.com](http://www.cougarcountrybusiness.com) wherever you can, including using you window clings and Shop Local buttons. The more participation we get the more our message is heard, which will help our local businesses whom we appreciate and don't want to lose!

Community Events are wanted. Discussion to resurrect Harvest Fest, Garden Show and similar. We hope to hear more in upcoming discussions and meetings. Again need a committee to get started.

We are trying to get guest speakers and thinking of other creative ideas to get more attendance from our local business members who we support. If you have some creative ideas, please let us know and please attend the next coffee or meeting!

Thank you!