

Horicon Phoenix Program

May Monthly Meeting ~ Sunday, May 4, 2014

- **Call to Order**

- Meeting called to order by President Liz Darner at 6:04pm

- **Approval of March and April Minutes**

- Tami motioned to approve March minutes, Jenny H seconded and motion passed
- Tami motioned to approve April minutes, Bob R seconded and motion passed

- **Public appearances**

- Gilbert Zamorano arrived to explain the creation of a mountain biking team in Horicon. He explained the program his goals, and group discussed ways to help him, with possible collaboration on creating a bike trail in Horicon

- **Correspondence and bill paying**

- Bills discussed, labor day plans and bills will be discussed later

- **Old Business**

- **Organization Committee Report (Liz Darner, Chair)**

- Membership plans – assigned to Tami and asked for ideas
- Website report – hits up to 266, probably due to booklet and summer events. Dan requested times on JS Taste of Horicon be updated to be from 11-3 and a spelling correction on Huk registration form

- **Executive Director Report (Dan)**

- Grants/fundraising – Dan recapped status of fundraising. Only a few not paid yet – will follow up with playground sponsors. Gave status and forecast of funds
- Advertising – JS Tv ads purchased, recapped what plans for advertising in Newspaper and TV
- Distribution of May edition of Horicon Rising Booklet – new booklet handed out, and it will be distributed in various areas.

- **Promotion Committee Report (Leslie Lecours, Chair)**

- Jersey Street Music Festival update (Dan and committee) – volunteer list filling up. Parking collection still open. Need details on Hot spot. Jenny H assigned to do that. Sound and stage equipment is over budget, compensated for that by booking less expensive bouncy houses.

- Summer Concert Series update (Dan) – no update. All set, Jenny H will take first Wed table shift on June 4th
- Farm Market update (Kathy, Dan, Liz)
 - Recap from SE Wisconsin Famers Market Manager Meet-up – they gave info on different programs that our market can adopt.
 - Snap/fmnp – free program right now but might be too much to implement this year. Will research this and get more info on it
 - Cookie bill/egg sale – did not pass.
 - Recommended pre and post season meetings with vendors. We meet at beginning but should have ending meeting. Tami suggested last winter market day as a venue for this.
 - Market bags – samples brought and discussed
 - Budget for fall schedule – discussed budget needed for winter market. 1000 seemed ample. Bob R motioned to approve 1000 as budget, Tami 2nd and motioned passed.
 - Tami mentioned June is dairy month and we should incorporate this theme into the market. Led to discussion on how to use concerts to generate a bit more income. Ideas included selling popcorn, ice cream, baked goods, prepackaged snacks, and possibly asking groups for 10% of their profit from food sales. Julie given charge of having three bake/food sales days to test this and see how successful it is.
- Horicon Huk (Dan, Eric) – in two weeks, volunteers set. Hope to install signs soon. Liz asked if a photographer was needed, and she volunteered to attend as such.
- Labor Day Weekend Celebration
 - Budget update (Leslie) – budget still being finalized, all items discussed tonight
 - Fireworks (Jenny H) – 6500 approved. She will send out contract and check this month. DCERT will be contacted to help direct traffic
 - 5k run coordinator (Carmen) – Carmen is moving. Jenny H and Jenni R will coordinate this run. Jenni R had idea to have High School do T-shirts again
 - Ace Race coordinator (Dan, Bob, Eric) – will need initial money to purchase prizes but should pay for itself
 - Music / special program coordinator (Dan, Liz) – talent show for one night. Tami will advertise and organize this. Dan will book other bands
 - Bouncy houses (Dan) – yes/ no? will be determined later on in the summer
 - coordinate with Ice Cream Station (Tammy) – Tammy will order flavors and reserve freezer
 - Coordinate with Legion (Dan)

- Advertising coordinator (Dan, Liz)
 - Volunteer work schedule coordinator (ice cream sales) (Tammy)
- November Appreciation Dinner (Dan, Tammy, Kathy, Liz, Jenny H) – was decided at committee meeting to have it at Legion Hall. Marsh center was too small and had no kitchen area. Marcibilibios will be food catering again. More on this after Jersey Street.
- Special events
 - Swap Fest recap (Tammy, Liz, Jenny) – was a bust. Weather was bad, and maybe this event will not catch on. Possibly more work than event benefits the group.
 - Raffle (Mercia) – ready to go. Will buy tickets and reminder that she needs ice cream buckets to hold tickets. She volunteered to keep log of winners.
 - Living History Days - volunteers for Phoenix table. – volunteers no longer needed but a reminder for group to go and enjoy the event
- Horicon Phoenix Award - plaque purchased and will be awarded at JS
- **Design Committee Report (Julie Goldsbury, Chair)**
 - Community Gardens update (Julie, Liz)
 - Water tank, tillers – second tank in, almost full, and tillers repaired and purchased. Ready for planting
 - Tilling schedule – plans to till ground prior to May 17th opening day
 - Garden clean-up day – set for morning of May 10th at 10am. Please clean out your old bed prior to this day and get plot reservations to Julie.
 - Riverbend Park Disc Golf Course update (Eric) – again, new signs will be installed soon and then course upgrade will be complete.
 - City of Horicon Park Playground Equipment Upgrade coordination (Tammy, Liz)
 - Installation date – finally ready to order! Project could use a more funds to add one extra piece now while rest are being installed. Asked group to approve an extra amount to also pay for 900 consulting fee from company while installing. Installation date set for weekend of May 31-June 1st.
 - Need 6-12 volunteers – Liz asked for volunteers to be there.
 - Skid steer/cement coordination – discussed what is needed to make holes and cement posts, and best place to rent items.

- Discher Park Dance Hall Restoration (Liz) – city received quote from contractor that included teen center as well. Quote was just 900 over the limit. Asked group to consider adding more funds to do both buildings at once. All agreed now was the time to do so.
- Little Library Project update (Tammy) – on hold till after main summer events were past
- Ice rink (Mark, Dan) – on hold till fall
- River Bend holiday lights (Liz, Jenny) – on hold till fall as well. Will need to discuss power with city
- Bike Path (Dan, Bob) – still looking at signs, but on hold till after JS passes.
- **Economic Restructuring Committee Report (Tammy Baltzley, Chair)**
 - Phoenix Grant program report (Tammy)
 - Community Assistance Grant – checks for applications from last month sent. No new submissions
 - Small Business Improvement Grant – check for CSAF sent, one new submission. Normally we would wait to approve in fall but this is time sensitive. Group discussed idea of changing award policy on this to allow us to disperse second grant earlier and then close applications for the year. All agreed this was a possibility and will add to next month’s agenda.
 - Horicon Phoenix Scholarship (Shannon, Jenny) – candidate chosen, certificate printed and given to Liz to sign. Jenny H will give out at High school Award Ceremony. She will sit on stage. Liz will be present to take photo and anyone else is invited. Concerns over the scholarship expressed. Some committee members knew applicants. Group discussed way to remove biases from scholarship. Jenny also mentioned that children of phoenix board members should not be allowed to apply. Group discussion took place. Next year will have blind applications.
 - Real Estate Development Committee (Bob, Tammy, Dan, Liz, Leslie)
 - Have not met yet – probably on hold as well till JS and garden rush are over
 - Tourism (Liz) – new office opening up for Discover Dodge
- **New Business**
 - **Approval of budget expenditures**
 - Playgroup equipment – an additional 1500 approved Bob motioned, Tami 2nd and motion passed
 - Discher Hall – and extra contribution of 1000 Julie motioned to approve, Bob R 2nd and motion passed

- Insurance Policy on Directors and board members – Jenny H motioned, Leslie 2nd and motion passed

- Discussion of possible land purchase - Discuss potential land purchase. Land next to Kiwanis park on Rock River is for sale. It has no buildings. Group discussed this land sale, state of future funds, and most were not in favor of this purchase. No action taken

- Sales Tax

- Liz became aware that the group may have to pay sales tax at the Market Managers Meeting. Asked Jenny H to research this. Jenny H reported that even though the group is exempt from paying sales tax, the group still has to collect sales tax from others on things they sell and events they host. The law is that non-profits can sell items 20 days of the year and not collect sales tax on \$25,000 of sales receipts. If you go over the amount or sell on items more than 20 days, you must keep track and turn in sales tax on those items. However, this applies only to goods/services. The entertainment events the group hosts are not part of this and sales tax has to be paid on the entertainment or sporting events the group hosts. She recommended getting a sellers permit and paying taxes on this year to start. The taxes will only be 5% of sales which won't amount to much when compared to the overall budget. Julie suggested to also include last year's events as well. The non-exempt events include: Jersey Street, 5k Flyway, Zombie Run, Spell Yeah, and Huk and Ace Race Disc Golf Tournaments. Some items never have to have sales tax collected on them – mostly garden produce. Jenny was unsure about all items. Will get Liz more details on if flowers, bags, and food are exempt or not. Discussion ensued. Others in the group did not believe that non-profits had to pay on 5k events and such. No action taken.

- Executive Directors Expenses

- Dan's phone bill once again is high due to all the calls for Phoenix business. Group asked if they would pay for his phone/internet expenses. Group discussion held in Dan's absence and options considered. After discussion Bob R motioned that group reimburse Dan 65.00 a month for internet and phone expenses. Julie 2nd. Tami motioned to amend the motion to be 75.00 due to rural area, and internet is often more. Mercia 2nd Tami's motion to amend and it passed. Amended motion then passed.

- Local Chamber memberships -Beaver Dam, Juneau, and Mayville

- Put on hold for now.

- Volunteer Opportunities

- Many upcoming activities we can help in. Chamber Steak fry, paddle boat event discussed. And Liz invited others to let group know about ways to reach out and help others with event

- **Non-Action Discussion**

- o Scrip reminder.
 - o 2nd Sunday of each month is a great time for committee meetings at the all-you-can-eat buffet at Horicon American Legion Post 157! Next meeting: Sunday, May 11 at 10:00 a.m. **(Mother's Day - Discuss alternative date)** Topics of discussion will be 2014 Jersey Street, playground equipment, and whatever else comes up.
 - o Other discussion.
- **June monthly meeting set for Sunday, June 1 at 6:00 p.m. at Discher Park rather than town hall.**
 - **Adjourn. Liz asked for motion to adjourn. Julie motioned, Bob R seconded and meeting was adjourned.**