

# Okauchee Area Business Association

## NOTES FOR: Tuesday ~ June 4<sup>th</sup> , 2024 Meeting

I. Call Meeting to Order 12:00 Noon – Pledge of Allegiance

II. Previous Meeting Minutes Approval - Approved Bob H.

III. Treasurer's Report Approval - Approved Bob H.

IV. Introductions: Guests - Jen Smith Welcome!

Lunch provided by: OABA

V. New Business

1. President's comments - Brief introduction to the Social Media Committee

2. Social media committee update - (See Detailed Notes Attached)

3. Discuss and act on any business relating to street dance :

\*Volunteers still needed, please sign up

\*Committee is discussing using cash vs tickets for vendors.

4. Community development Committee

VI. Committee Reports (5 minutes or less)

1. Other Committees -

Scholarship committee : Sandy Schick offered to help the committee with the process of creating the scholarship parameters as she just went through this with the Lions Club. Thank you Sandy!

Bob H - ByLaw Committee: The new draft of ByLaws will be delivered before the next meeting for members to review.

## VII. Open Floor to Members

\*REPORT from Bob H - Sam Salzman only watered the flowers 2x's so these planters are great. THANK YOU!

\*LOGO - We need to choose Clock Logo, Blue/Yellow Sails, or incorporate both somehow. We need this to remain consistent on all platforms.

-Suggestion to put the lake image behind the clock and incorporate the lake somehow.

### **Lunch Volunteers Next Meeting Date – July 2<sup>nd</sup> 2024 VIII.**

Meeting Adjourned 1:09

#### **Committee Chair**

- Membership Committee, Chair Bob Hultquist
- Social Media Chair Jen Smith, Krysta Tinus, Barb Millard
- Fundraising
- Community Development Erik Mullett, Hans Weissgerber, Bob Hultquist, Tim Michelic, Jeff Herrmann
- Strategic Planning

#### **2024 Community Event Dates**

Sierra Delta Pub Crawl April 21<sup>st</sup>  
OABA Dinner Dance/Prom April 27<sup>th</sup>  
Lions Club Flea Market May 18<sup>th</sup>  
Badger Land Ski Show May 30<sup>th</sup>  
Lions Days May 31<sup>st</sup> through June 2<sup>nd</sup> Lions Days Cancer Walk  
June 2<sup>nd</sup>  
Hogs for Heroes June 2<sup>nd</sup>  
Badger Land Ski Show June 4<sup>th</sup>  
Fishing for Heroes June 10<sup>th</sup>  
Badger Land Ski Show July 2<sup>nd</sup>  
Okauchee Lake Fireworks July 4<sup>th</sup>  
Badger Land Ski Show July 23<sup>rd</sup>  
Badger Land Ski Show August 13<sup>th</sup>  
Street Dance August 24<sup>th</sup>  
Badger Land Ski Show August 27<sup>th</sup>

Badger Land Ski Show September 3<sup>rd</sup>  
Lions Club Santa's Visit December 7<sup>th</sup>  
Badger Land Ski Show September 10<sup>th</sup>  
Tree Lighting December

# \* Social Media Notes \* 6-4-2024 Meeting

## Action Items

1. Website Changes
  - Change domain name from [okauchee.fun](http://okauchee.fun)
    - Create naming group to provide three options to be voted on at OABA meeting
  - Meeting w Mayhouse to get direct contact person for us to make changes
    - Set budget
    - Might need to find new host
      - Set budget
  - Calendar of events
  - Better landing page for members
  - Members only landing page???
    - Should be a location for all members to update their profile and insert events
    - Job postings
2. Create gmail account
  - Set up [OABA@Gmail.com](mailto:OABA@Gmail.com)
  - Set up forward to P, VP and 3 Team Members
  - Remove Kimberley's email from page and new gmail
3. Constant branding, FB is different than Website
4. Create volunteer 3 persons team to manage forwards, tags, co host, emails, website changes, etc
  - Yearly commitment
  - This is what I have been doing last few months, few times a day for a 5 min
5. Set parameters for FB
  - The goal is reach not interaction
  - Remove and set FB admin
    - P, VP and 3 committee members
  - For all Okauchee Business and lake county community, that we believe will help us grow our reach and values
    - Share posts
    - Like and follow
  - For OABA members
    - Share posts
    - Co-host
    - Tag OABA
    - Tag other members
    - Like posts
    - Recommends
    - Comments
    - Check in's
    - Audit to ensure we like and follow all OABA
    - Paid advertisement
      - On OABA page
      - Paid buy business
        - Option to pay 50% of add up \$100
6. Goal Double followers by end of year
  - Just over 1000 now
    - Goal is reach not engagement this year
  - Growth Strategy, expand reach
    - Hartland
    - Delafield
    - Merton
    - Nashotah
7. Create Instagram Page

- Tie them together no extra work
- 8. Create "Google My Business" page
- 9. Jeff Wick budget
  - OABA Events ie Dinner Dance, Street Dance, Tree Lighting, etc
    - Budget comes from event committee
    - But the biggest impact was that this group shared the crap out of a few posts that Jeff created with by businesses and personally
- 10. Create presentation social media training to enhance your presence and impact on social media
  - For OABA Organization
    - We are a resource for committees we are not the marketing team
      - Street Dance
      - Dinner Dance
      - Flower
      - Development
      - ETC.
    - Service industry versus Bar and Restaurant
    - How will OABA help you
      - Okauchee Businesses
      - OABA business not in Okauchee
    - How to use free stuff first
- 6. Set meeting dates

| Sign In 6/4/24 | Member                | Email on website                  | Business                          | emails for community | phone for texts comm |
|----------------|-----------------------|-----------------------------------|-----------------------------------|----------------------|----------------------|
| PRESENT        | Aaron Hall            | ahall@amundsendavislaw.com        | Amundsen Davis Law                |                      | 262.408.0216         |
| PRESENT        | Adam                  | amodernfrontier@gmail.com         | Modern Frontier                   |                      |                      |
|                | Adam Dureshi          | nadeem98@yahoo.com                | Okauchee BP Gas Station           |                      |                      |
|                | Alexis Krahn          | alexiskrahn98@gmail.com           | Hideaway                          | usa1rider@yahoo.com  | 414.732.1100         |
|                | Ami Monrial           | ami.shockley@yahoo.com            | Whiskey Waters                    |                      | 262.352.4508         |
| PRESENT        | Ashley Bielik         | ashley.lakefrontreality@gmail.com | Lakefront Realty LLC              |                      | 262.337.3016         |
| PRESENT        | Barbara Millard       | millardbarbi@gmail.com            |                                   |                      | 847.910.6883         |
|                | Brian Fendry          | brianfendry@gmail.com             | Berkshire Hathaway Metro Lakes    |                      |                      |
| PRESENT        | Brian Lewis           | lewisk71@gmail.com                | American Legion Post 399          |                      | 414.899.6532         |
|                | Briana Smith          | bsmith@ixoniabank.com             | Ixonia Bank                       |                      | 262.569.3631         |
|                | Bruce or Lorna Muelle | bruce@therealtycompanyllc.com     | The Realty Company                |                      | 414.405.7128         |
| PRESENT        | Bryant Johnson        | cateringbybryant@gmail.com        | Bryant's on the Round             |                      | 414.315.1464         |
|                | Cindy Pagenkopf       | cindyphrmail@gmail.com            | Pagenkopf Funeral Home            |                      | 262.719.2869         |
|                | Colleen               | colleen@bandhdental.com           | Lake Country Family Dental        |                      |                      |
|                | Connie Cummings       | cacummings@kw.com                 | Cummings Group of Keller Williams |                      |                      |
|                | Coriann Tourville     | cptourville@outlook.com           |                                   |                      |                      |
|                | Debbie Groskopf       | debbie@groskon.com                | Groskopf Construction Inc         |                      | 414.588.8734         |
| PRESENT        | Diane Fenske          | dfenske@aol.com                   |                                   |                      | 414.322.1545         |
| PRESENT        | Edward Butte          | ed.butte@outlook.com              | Bradberry, Inc                    |                      | 262.391.3707         |
|                | Erik Mullett          | erikmullett@gmail.com             |                                   |                      |                      |
| PRESENT        | Gale Zastrow          | gale.zastrow@bankfivevine.com     | Bank Five Nine                    |                      | 920.253.0599         |
| PRESENT        | Hans Weissgerber      | hwjr@weissgerbergroup.com         | Golden Mast                       |                      | 262.366.0029         |
|                | Jason                 | jtinus112@gmail.com               | Tinus Rentals                     |                      | 262-370-2669         |
|                | Jen McCoy Borgerding  | mintbeautyandwellness@gmail.com   | Mint Beauty & Wellness            |                      | 414.380.6836         |
|                | Jill Wagner           | jillyh27@gmail.com                |                                   |                      |                      |
|                | Jim Mohrbacher        | mohrbacherj@firstweber.com        | First Weber                       |                      | 608.444.9650         |

|         |                     |                                 |                                   |  |              |
|---------|---------------------|---------------------------------|-----------------------------------|--|--------------|
|         | Joe Agathen         | jagathen@yahoo.com              | Kick Switch                       |  |              |
| PRESENT | Joe or Ellen Hennes | ellen.smokeonthewater@gmail.com | Smoke on the Water                |  |              |
|         | John Learned        | jlearned55@gmail.com            |                                   |  |              |
|         | Karla Cuculi        | Karla.rave@firstweber.com       | Kimberly & CO First Weber         |  |              |
| PRESENT | Kimberly Stark      | kstark@firstweber.com           | Kimberly & Co/First Weber         |  | 414.704.6745 |
|         | Kristina May        | kristina@mayhousecollection.com | Mayhouse Collection               |  | 414.916.6944 |
| PRESENT | Krysta Tinus        | krysta@tinusmarine.com          | Tinus Marine                      |  | 262.903.2617 |
|         | Linda Goehre        | linda1@goehrecreative.com       | Goehre Creative                   |  | 414.466.3936 |
|         | Linda Meyer         | thunderart@execpc.com           | Lake Country Art & Framing        |  |              |
| PRESENT | Lindsey Suchocki    | lindsey@mslgeneral.com          | MSI General Corporation           |  | 262.269.5677 |
|         | Lisa Judson         | ljudson@judsonrealestate.com    | Judson & Associates               |  | 262.695.8800 |
|         | Maddie Cummings     | maddie.cummings@boathouseh2     | The Boat House                    |  | 262.370.2101 |
|         | Marie Jones         | mariej@fairwaymc.com            | Fairway Independent Mortgage Corp |  | 262.751.0665 |
|         | Marjo Reed          | mjreed@wi.rr.com                | MJReed Interiors                  |  |              |
| PRESENT | Marjo Weissgerber   | mjweissgerber@aol.com           | Golden Mast Marina                |  | 414.460.6899 |
| PRESENT | Mary Hulquist       | mlhulquist1@gmail.com           | Robert Hulquist LTD               |  |              |

|         |                      |                                  |                            |                          |              |
|---------|----------------------|----------------------------------|----------------------------|--------------------------|--------------|
| PRESENT | Michael and Pam Todd | mike@milwaukeeelawnsprinkler.com | Milwaukee Lawn Sprinkler   | pamsteinfarkas@gmail.com |              |
|         | Michael Begler       | michael@pie-R2.com               | Gondola Bistro             |                          |              |
|         | Michael Higbee       | michael.higbee@edwardjones.co    | Edward Jones               | michael.higbee@gmail.com |              |
|         | Mike Pilgrim         | olyclaptop@outlook.com           | Okauchee Yacht Club        |                          | 262.385.6650 |
|         | Patti Yergens        | patti.yergens@1800gotjunk.com    | 1-800-Got Junk             |                          | 920.988.9474 |
|         | Patty Nagezek        | patty.nagezek@fairwaymc.com      | Fairway Independent Mort   | nagezek5@gmail.com       |              |
| PRESENT | RB Ball              | rbbhhs@gmail.com                 | RB Ball Berkshire Hathaway |                          |              |
|         | Rex Holtz Sr         | foolerysokauchee@gmail.com       | Foolerys                   |                          |              |
| PRESENT | Robert Hulquist      | clerk@townoconomowoc.com         | Town of Oconomowoc         | lexuno1@att.net          |              |
|         | Rory Vanselow        | rory@selectitervices.com         | Select IT Services         |                          | 414.813.7679 |

|         |                      |                               |   |                  |              |
|---------|----------------------|-------------------------------|---|------------------|--------------|
| PRESENT | Sandy Schick         | schick.sandy@yahoo.com        | Okaukee Lions Club                      |                  | 262.490.0886 |
| PRESENT | Stephan Von Seydlitz | info@goldenboatrentals.com    | Golden Boat Rentals LLC                 |                  | 262.269.9751 |
|         | Taylor Dahlke        | taylor.dahlke@movement.com    | Movement Mortgage                       |                  | 262.370.5399 |
| PRESENT | Thomas Modl          | usa1rider@yahoo.com           | Thomas Modl                             |                  |              |
|         | Tim or Debi Michelic | timmichelic@gmail.com         | The Tim Michelic Team Realty Executives |                  | 262.370.7763 |
|         | Timothy or Alexander | kay-kaylaw@sbcglobal.net      | Kay & Kay Law Firm                      |                  |              |
| PRESENT | Tom Pirelli          | tom@tiptoproofwi.com          | Tip Top Roofing WI                      |                  | 262.269.9400 |
|         | Vicki Krueger        | Hairbenders50@gmail.com       | Hair Benders                            |                  |              |
| PRESENT | VJ Scully            | vj.scully@bankfive.com        | Bank Five Nine/Town of Ocon             |                  |              |
| PRESENT | William Bullock      | bullochw@aol.com              |   |                  |              |
| PRESENT | Zach Poker           | zpoker@pokerfinancialgroup.cc | Poker Financial Group                   |                  | 262.443.2744 |
|         |                      |                               | Associated Bank                         |                  |              |
|         |                      | lewisbk71@gmail.com           |   |                  |              |
| PRESENT | TYSON GOECKS         | TGOECKS@IXONIA.BANK.COM       | IXONIA BANK                             | 262-569-3607     |              |
| PRESENT | SCOTT KRAHN          | ALEXISKRAHN98@GMAIL.COM       | HIDEAWAY                                |                  | 414-732-1100 |
|         |                      |                               |   | updated 7/3/2004 |              |