

# Okauchee Area Business Association

## Agenda for the Tuesday ~ March 5<sup>th</sup>, 2024 Meeting

I. Call Meeting to Order 12:00 Noon – Pledge of Allegiance II. Previous Meeting Minutes Approval

III. Treasurer's Report Approval - Gale L. Zastrow Approved.

IV. Introductions: OABA Board, Attendees, Guests  
Lunch provided by: Tinus Marine, Krysta Tinus

### V. New Business

1. President's Comments - *Change isn't easy, thanks for the support and flexibility with the monthly agendas and more.*
2. Presentation on Social Media Jeff Wick 10-15min
  - a. *See Jeff's report and suggestions attached.*
  - b. *Takeaways from Jeff's Review:*
    - i. *Clear procedures need to be implemented for event's to be posted to our social media platform in a timely manner for ALL businesses' in OABA*
    - ii. *Jeff worked strictly with Facebook and poured the majority of his time in building our FB account.*
    - iii. *We are in need of updating the OABA website, not only Facebook.*
    - iv. *Erik moved to suspend this program. Patty seconded.*
    - v. *Committee to be assigned to review website and social media activity and provide suggestions to OABA*
3. Discussion and Act on Social Media Program
  - a. **Committee Created** : Erik Mullet, Barb Millard, Joe Hennes, Adam Rick, Ashley Bielik & Krysta Tinus
    - i. *Committee will report at next meeting*
4. Review Community Improvement List  
*Erik reported: Item B & E of this list are items that can be covered by TIF instead of OABA cost. In 1999 a grad student created a 'Master Plan, Downtown Okauchee' and it includes many of the items we discussed wanting to implement. It needs updating but could be a great springboard.*
  - a. Improve Street Appearance
  - b. Business Sign Grant Improvement (TIF)

- c. Veterans Memorial
- d. Walking Path around Lake and Downtown
- e. Store Front Grants (TIF)

*\*\*Table this discussion for next meeting. (time restraints)*

5. Discuss Business Social Committee Chair *(this was not discussed, due to time)*

## VI. Committee Reports (5 minutes or less)

- 1. Prom - Barb Millard - *Live Auction idea - Scholarship Sponsor / Restaurant Gift card Basket*
- 2. *Street Dance Patty Napgezok - Team meeting soon to discuss further. Open to others joining the committee.*
- 3. Other Committees - NA

## VII. Open Floor to Members

**Misc:** *Mike H. shared his frustrations with visitor, Wayne Euclide, running for County Board Supervisor, regarding Sewer Needs in Okauchee.*

VIII. Meeting Adjourned 1:17pm *Jeff Motion to adjourn, VJ seconded*

## **Next Meeting Date – April 2<sup>nd</sup>, 2024 – Lunch by 2024 Community Event Dates**

Sierra Delta Pub Crawl April 21<sup>st</sup>

OABA Dinner Dance/Prom April 27<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>

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>

Street Dance August 24<sup>th</sup> Tree Lighting December