

Okauchee Area Business Association

Agenda for the Tuesday ~ May 7th, 2024 Meeting

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

Previous Meeting Minutes Approval

III. Treasurer's Report Approval

IV. Introductions: OABA Board, Attendees, Guests

Lunch provided by: Badgerland Ski Club

V. New Business

1. President's Comments

a. Basket Planting *THU- May 9 @ 10am - volunteers welcome*

b. Information Boards

Currently we have 5 permanent information signs installed.

Town of Oconomowoc Website hosts the form that needs to be completed for the signs to be posted.

REVIEW this at next meeting and address concerns about the quality of the posted signs.

>>>>>>FUTURE AGENDA ITEM: *Discussion and Act on Signs Permanent on Building.*

c. Social Media *OABA has 1000 followers.*

Explore the power we have between business' to share and cross market sales/events/etc

Instagram is another free platform that reaches 18-29yr olds (71% of Instagram reach)

Find more ways to use free & good tools thru posting and sharing in social media

2. Badgerland Ski Club Presentation 10min - *Shared history and impact of Show Ski teams to the local community.*

What can we do? Besides sponsorships (thank you!) get creative to find lake frontage for the team to store their items and host their practices. A permanent place on the water to call their home base. Please contact

them with any ideas or connections you or your business might have.

>>>>3. Discuss and Act \$5,000 donation to American Legion -NEXT AGENDA

4. Discuss and Act on hanging baskets

Town wants us to approve paying for the watering vs. flowers.

\$5000 Motioned & Approved

\$100 to sponsor flowers @ LOL Event - Barb & Deb

5. Consider and Act on donation to Okauchee Lake Fireworks

Proposed/Approved \$5000 from OABA for Fireworks

6. Discuss and Act Okauchee Flower Grant Program

Proposing a \$5000 grant program w/ Oconomowoc

Landscape. Offering potted flowers with consistent

OABA potting and OABA will match up to \$250/Member who participates.

QUESTION/DISCUSSION: Do business' that are NOT located downtown but are members of OABA, or is this strictly affecting ONLY Okauchee downtown business'? Unknown.

>>>>No decision was made.

7. Discuss and Act on funding range of Downtown Comprehensive Plan

>>Did not discuss.

VI. Committee Reports (5 minutes or less)

1. Street Dance Patty Napgezok : *2 Bands Booked, Changed up the Sponsorship Packaging*

2. Other Committees : NA

VII. Open Floor to Members

Legion: May 18 8-11 Pancake Breakfast AND they are installing WIFI at the Legion! Great announcement :-)

Okauchee Lions - May 18 Flea market

>>>>>Lions is not for profit and the Lions Days Celebration is their biggest fundraiser. **Please show your support. Okauchee Days May 31-June 2nd.**

VIII. Meeting Adjourned 1:20pm

Next Meeting Date – June 4th, 2024 –

2024 Community Event Dates

Sierra Delta Pub Crawl April 21st
OABA Dinner Dance/Prom April 27th
Lions Club Flea Market May 18th
Badger Land Ski Show May 30th
Lions Days May 31st through June 2nd Lions Days Cancer Walk
June 2nd
Hogs for Heroes June 2nd
Badger Land Ski Show June 4th
Fishing for Heroes June 10th
Badger Land Ski Show July 2nd
Okauchee Lake Fireworks July 4th
Badger Land Ski Show July 23rd
Badger Land Ski Show August 13th
Street Dance August 24th
Badger Land Ski Show August 27th
Badger Land Ski Show September 3rd
Lions Club Santa's Visit December 7th
Badger Land Ski Show September 10th
Tree Lighting December