

## **OABA Meeting Minutes**

Sep 10, 2024

**Meeting called to order:** 12:01pm 9/10/24

**Minutes Approved:** Tom Modl & Tim Michelic

**Treasurer's Report:** Approved Tim M & Mike Todd

**Visitors/Guests Present:** Jason Phillips, President of Lions Club, and members of the Lions: Tim Stidl, Bill, Tim, Carol  
Rhonda Cardella - Interested in social membership

### **President's Comments (Erik):**

Hats off to the committee for a great Street Dance. It went very well and helps our mission to support the development of our downtown area.

### **Street Dance (Patty):**

Thank the members for hard work and the sponsors. We had more sponsors, more bands and more food and more to offer than last year.

OABA Stencil/Painted bars turned out great!

Ended up \$4000 in the positive after the event expenses and sponsor collections. *(Breakdown of Expenses will be provided from Patty & team)*

-Sponsorship was \$5000 more than last year

-Bar sales were 'OK'. Affected by price cutting at other businesses

-Made cut-backs on the rentals

Connie Cummings and [Patty Napgezek](#) stepping down from chairing the street dance.

**VACANT - Street Dance Chair position needs to be filled ASAP in order to secure bands, look into permits for serving alcohol, etc.**

### **Lions Club Presentation (Sandy):**

Jason McKellips (President, speaker)

Reviewed the 5 pillars of who Lions Club is and causes they serve: Hunger(Food Pantries), Childhood Cancer (events), Diabetes (support), Vision (eyeglasses, etc.), Environment (teaching children through programs)

Year Round Events:

Arbor Day, Easter Egg Hunt, Stuf the Bus (Oct 14), Halloween Parade (Oct 30 @ 6pm) Santa Visit, and much more.

Lions Club is funded through fundraisers and rental space use. They run with 36 unpaid volunteers. No funding is received from Waukesha Co or Town of Ocon.

### **OABA MEMBERS can HELP Lions:**

-Grab a bucket for eyeglass donations to keep at your facility.

-Partner with them on events

-Food donations for events they are hosting

**TID INFORMATION (Erik M.):**

Tax Incentive District - Bob H lead this into place for the Town of Ocon and it will exist for 40 years. This account will be fed for 40 years.

How can our businesses in this district use this money?

Erik and the Town are working on an estimate to develop a Land use Plan for the district.

Many of the Community Development ideas OABA have to better our community might be covered by the TID district plans.

Erik & the Town of Ocon need 6 months-1year to develop the new comprehensive plan for the BID.

**Kick off 2025 Annual Visual Session: (Erik M)**

We have options to move forward with.

1. Continue Running as is year to year.
2. Develop a Plan to enhance & grow the community. Drive business to Okauchee
  - a. Street Dance is an example of one of the ways we can do this moving forward

***OABA Members agreed to move ahead with Option 2!***

Ideas to Consider:

1. Scholarship program and feature with our events
2. Social Network events - Gives \$\$ back to business
3. Host Lunch & Learns
4. Co-Op Marketing (possibly discount work with website designers, etc.)
5. Membership signage created with OABA Decals (Once LOGO is approved)
6. Farmers Markets
7. Winter Fest/Fall Fest for off season traffic
8. Tree lighting - Enhance and grow the event
9. OABA Softball tournament idea at Lions Park
10. Wine Walk
11. Beer Fest

A team will meet and discuss these further before the next meeting.

**Social Media Committee:**

Ashley put together some logo ideas for OABA, check them out and let the team know your feedback.

**Tom Modl - History Committee** - He is putting a book together of Okauchee to publish and sell!

**Michael & Pam Todd** are providing lunch for our next meeting! THANK YOU TODD'S!!

**Motion to Adjourn;** Tom Modl and Bob H. 1:18pm