

**New Berlin Veterans Memorial Society**  
**April 7, 2011**  
**VFW Post # 5716 City of New Berlin**

Please note: Minutes are unofficial until approved by the New Berlin Veterans Memorial Society at their next regularly scheduled meeting.

**Present:** Mayor Jack Chiovero, Alderman/President Ted Wysocki, Alderman John Hopkins, Don Reynolds, Lee Sisson, Bill Ray, Treasurer Bernie Hintzke, Dave Gilligan, Mary Jane Whitty, and Secretary John Vogel

**Excused:** Don Hermann

Meeting was called to order by President Ted Wysocki at 7:00

**Approval of Minutes** – John Hopkins made a motion that the March 3, 2011 minutes be approved. It was seconded by Bernie Hintzke and passed unanimously.

**Old Business**

**Financial Status** - Bernie Hintzke presented a Profit & Loss Budget Performance for March, 2011 which showed:

Total Income	\$425.00
Total Expenses	91.32
Net Income	333.68
Cash at end of period	\$34,717.80

Don Reynolds said that he has ordered a tent for the society. The total cost is \$1,600 (not including shipping). It includes our society name on the skirt.

A bill for \$150 was presented for Heartland for web site maintenance. Both items were previously budgeted.

John Vogel said that Bernie had informed him that he has received notice back from the State that we are now tax exempt. Ted will need to provide the tax number so that we can state using it for all taxable purchases.

**Lee Sisson made a motion that we accept the financial report. It was seconded by Bill Ray and passed unanimously.**

**Web Site Report** – Dave Gilligan reported that the paper work issue has been resolved. We should have something to work with shortly. He also reported that we have a new computer. The cost is about \$220. Access can be loaded on it. Ted reported that he got a 4 draw file cabinet and a printer/copier/scanner donated.

**Review of Society Internal Work Flow** – Bill had sent out an updated work flow chart and a NBVMS administrator job description. He is under budget on the equipment needed. John Vogel had a concern that we have a budget of a little over \$5,000 and now we want to add a position originally estimated to cost an additional \$5,000 a year. He suggested that rather than adding a position even if a trial, to add a board position and get a volunteer. Mayor Jack added that he thought that the ultimate goal was to raise enough money to create an annuity to have the

Memorial self sustaining. After discussion, **Lee made a motion that we go ahead with the administrator job for a one year trail. It was seconded by Bill. Motion carried with John Vogel voting no.**

**Lease of Site** – Ted said he met with Attorney John Schober concerning the lease agreement. Attorney Schober has contacted Attorney Mark Blum and are working details out. John feels that by our next meeting he will have it worked out.

**Update on 2011 membership renewals** – Lee reported that Bill had sent us each a membership analyses report. Lee also sent out his thoughts through an email also. He said we raised our price and added a new category. We went from 175 to 124 membership types. Fewer members also provide fewer volunteers. Lee reported on the calls made to members who have not renewed. We have 54 who have not renewed. Bernie suggested that when an individual buys a brick, we should consider giving them a membership.

**Brick Update** – Bill Ray said that we have a tentative date of Memorial Day at 1:00 for laying the new bricks. This will be after the Memorial Day remembrance at Highland Memorial Park. Dave Gilligan reported that we have 18 bricks to install. Lee said that Rush Wilkens did a great job on the brick laying ceremony and suggested that he be contacted and asked to help us again. Ted said that he would contact Rush.

**Annual Meeting** – John Vogel reported that the annual meeting will be at the Library on Thursday, July 28<sup>th</sup>. It will start at 7:00. He met with Bill Ray and the following program was suggested: 1. Election of Board Members. 2. Treasurers Report. 3. A DVD video presentation (made up of pictures of the construction, dedication, family days and other activities with music) 4. Membership update. 5. Brick update. 6. VP Mkt. John asked that if anyone has pictures that could be added, to send them to Bill. Pictures of service members would also be welcomed. There will also be soft drinks and cookies etc. Bill will work with Dave in creating a DVD.

**Marketing Update** – Dave Gilligan said that they had called the potential volunteers. He would like at some time to meet with these volunteers to talk about upcoming activities. He is also looking down the line at having outreach programs. Don is working on a plan for the Father's Day brick promotion. Ted would like something ready by Safety Saturday which is coming up in May 21<sup>st</sup>. Lee suggested that we send out another mailing in the NB city leaflet. There were concerns that since we were a society that this would set a precedent. However, since this may be the last leaflet sent out, this objection may be mute. Mayor Jack will check with the city attorney.

### **New Business**

**Middle School**- Ted reported that the middle school kids have paid for a trip to Washington DC for a VFW post member to view the WWII memorial. Mary Jane would like the middle school kids to go to the airport to greet him on his return. Ted suggested that we pay for a bus to get the kids to/from the airport. **Bill made a motion that we allocate up to \$300 for a bus to get them to/from the airport. It was seconded by Dave and passed unanimously.**

**Motion by John Hopkins and seconded by Bill Ray and passed unanimously to adjourn at 8:25.**

**\*\*\* Please note\*\*\* Our Next scheduled meeting date will be Thursday May 5, 2011 at the VFW Post.**

Respectfully Submitted by

John Vogel

