

**New Berlin Veterans Memorial Society  
May 5, 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, President Ted Wysocki, Don Reynolds, Bill Ray, Treasurer Bernie Hintzke, Dave Gilligan, Rush Wilkens, and Secretary John Vogel

**Excused:** Don Hermann, Alderman John Hopkins, Lee Sisson, and Mary Jane Whitty

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

**Approval of Minutes** – Dave Gilligan made a motion that the April 7, 2011 minutes be approved. It was seconded by John Vogel and passed unanimously with Rush Wilkens voting present.

**Old Business**

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

Total Income	\$855.66
Total Expenses	8.40
Net Income	847.26
Cash at end of period	\$33,947.30

**Without any further comments, Ted accepted the financial report as presented.**

**Web Site Update and Avastone Microsoft Access Data Base** – Dave Gilligan reported that Val has completed 90% of her work. As far as the web site, Dave has updated all the name changes that Ted has requested. Dave suggested that we should have a phone number or cell phone number and also an email address for the society. Mayor Chiovero said that he has a 1-800 number from a service up in Appleton WI. When you call the 800 number, you get automatically transferred (like call forwarding) to the correct person. They have e-mail addresses that work the same way. They can also use it for advertising. Ted asked that Jack get additional information regarding this service and pass it on to Dave. Bernie asked if there was a way to archive the newsletter on the web site. Dave said he would look into it.

**Review of Society Internal Work Flow** – No further update other than those mentioned earlier.

**Lease of Site** – Ted said that Attorney John Schober was not available to come tonight. He is working with Attorney Mark Blum. Ted hopes to have it resolved by next month.

**Update on 2011 membership renewals** – Ted reported he received 2 more membership renewals in the last 2 weeks. He said that the newsletter went out today though e-mail. Ted said that he would give us a report next month on the number that renewed, or didn't, as well as a breakdown of those who renewed as a family membership.

**Brick Update** – Bill Ray said that we 20 bricks to install (10 small and 10 large). Ted added that we have received 5 new brick orders in the last 4 days. Dave suggested that we set the next brick laying to

coincide with the 4<sup>th</sup> of July brick sales. He suggested having a cut off of the 3rd week in July and then allowing the 6 weeks for the bricks to be constructed. This would take us into early September.

Rush updated us on the ceremony schedule. He presented a proposed brick event layout. Dave will be selling photos for \$20. (\$40 if they want a picture superimposed.)

**Annual Meeting** – John Vogel updated us on the annual meeting set for Thursday, July 28<sup>th</sup> at the library. It will start at 7:00. He met with Dave Gilligan and reviewed the DVD that he is preparing. The program will include: 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. 4. Brick update. 5. VP Mkt. update. He will meet again with Bill Ray to firm up the programs and work out the remaining details including notifying members.

**Marketing Update** – Dave Gilligan said that he meet with Don Reynolds and Rush Wilkens. The purpose of marketing group was to get more recognition for the site and generate revenue. Dave presented a list of proposed events. These included:

**Safety Saturday** – Not a revenue maker but should have visibility. Marketing group will be there to help but event needs a director.

**Memorial Day Brick Install** – Speaks for itself –visibility and revenue maker.

**Father's Day Brick Promotion** – Recommended by Lee Sisson. Brochures will be available for Safety Saturday and Memorial Day at Highland Memorial Park.

**4<sup>th</sup> of July** – Possible replica of memorial in the parade. Jeep available if it runs. Possible games such as a fish game for kids as well as others.

**Junior Woman's Run** – Will donate a 12X12 brick in memory of Michelle Witmer with their \$700 donation. Their run may start or finish at the Memorial site.

**State Fair Lions Club Corn Roast** – Need 20 people. Ted will work on a date.

**Family Veterans Ceremony** – Bad weather has kept the crowds down. Agreed to move to September. Mary Jane has done a tremendous job for the 1<sup>st</sup> 2 events. Need to come up with a new formula to rejuvenate the event. This event does not generate revenue but is a good advertisement for the Society. Dave will meet with Mary Jane to discuss the event.

**Fall brick Installation** – Would be a lot of confusion if combined with the Family Day event. Need to do more investigation.

**Christmas Brick Promotion** – Will make and send out Christmas cards promoting the event.

**Christmas Tree Ceremony** - promotional material will be available at the event.

**Volunteer Help** – Ted has been talking with Lee to get volunteers involved. The 4<sup>th</sup> of July will need volunteers to help run some of the games. It will run for 2 ½ days. Ted will continue to work with Lee.

### **New Business**

**Request for Support for Memorial Day Ceremony.** – Ted said that Dave Ament informed him that a major sponsor has pulled out and is looking for help to pick up half of the \$750 cost. Cost is for flags, balloons, helium, and a speaker system rental. Ted is asking that we might contribute \$375 for the event. We will be listed as a supporter of the event. **Ted made a motion to authorize an expenditure of \$375 to support the event. It was seconded by Bill Ray.** A discussion followed. John Vogel again expressed concern that we are engaging in activities other than supporting the updating and maintenance of the memorial Site. Don Reynolds said that we have previously stated that the money would eventually go to an outreach program. John V. mentioned that although we had discussed this previously, there is nothing in the

minutes that said we are going in that direction. Ted mentioned that our articles of incorporation mention that we “carry on programs for educational purposes within the 501 c3 code”. He feels this event falls into this category. Bernie mentioned that we talked about programs that we want to get involved with and these programs cost money. Money has to come from some place. We have approximately \$30,000 in our money market account. We haven’t taken any money out but have not put any in either. If we don’t find ways of bringing in revenue, we are going to go through the \$30,000 and wonder what happened. Without further discussion, **Ted asked for a vote. Those voting for were Ray, Reynolds, Gilligan, and Wysocki. Those voting no were Vogel, Wilkens, and Chiovatero. Hintzke voted- don’t know. Ted said the motion passed.**

It was suggested that at the next meeting, we have a discussion on outreach programs and fund raising

**Review of committee assignments** – Ted made the following committee assignments:

Membership Development Committee – Lee Sisson

Marketing and Promotion Committee – Dave Gilligan

Site Preservation Committee – Rush Wilkens

Financial Committee – Bernie Hintzke

Nomination Committee – John Hopkins, John Vogel, and Mary Jane Whitty

**Motion by Bill Ray and seconded by Bernie Hintzke and passed unanimously to adjourn at 8:40.**

**\*\*\*\* Please note\*\*\*\*Our Next scheduled meeting date will be Thursday June 2, 2011 at the VFW Post.**

Respectfully Submitted by

John Vogel