

Draft: Friends of the Chalet meeting, November 17, 2022, at 6:30 PM in the Board Room at the New Glarus Village Hall

Present: Mary Statz, Sandy Blum, Dawn Johnson, Joanne Landry, Henry Janisch, Ruth Elmer

September minutes and the treasurer's report were approved with a motion by Mary Statz, seconded by Joanne Landry, with a correction of an additional \$25 in Wine Walk sales noted. Our total profit from our recent Wine Walk was \$1367.84. Currently our treasury contains \$9262.09. Recently, we received a substantial donation from the Katie Elmer, (a former guide,) family. We presented the family with a framed print of the Chalet.

Old business: The Village will work on repairing the inventory software.

We held a successful Wine Walk. Henry Janisch volunteered that in a conversation with one of the New Glarus police officers, it was suggested that we purchase an open intoxicant permit next year. Discussion was held. We would be required to place the boundary markers ourselves. Is cost prohibitive? We received feedback from potential sponsors, that we need to start requesting sponsorship earlier. Noted.

Jason Higbie has completed most of the work, painting & caulking our storm windows, however 4- 5 windows still need to be painted.

New business: Sandy is soon to submit an application for the New Glarus Community Foundation. Ideally, we would hear if we received some monies, by late November or early December. The grant was submitted for partial funding of exterior painting, (\$4300,) and for wallpaper repair in the guest bedroom. (\$500) Coplien's bid for painting had been \$14,000, although had included the now completed storm windows. The Village loan amount may cover about half. After much discussion, Mary Statz made a motion to put "up to \$3000" from our own treasury towards exterior painting. This was seconded by Ruth Elmer and passed.

We are now remaining open for private tours, only, in November. We discussed and agreed to do this also for the month of May.

We will start planning very early for our Wine Walk, next fall, getting the permits as early as August. We will need to purchase more glasses this time.

Henry Janisch, as head of the Historical Preservation Commission, plans to work more closely with Roger Truttmann, Village Board President.

By February, we need to begin our search for our 2023 intern. Hospitality Class at the High School is a potential area to begin.

Dawn Johnson is already preparing our annual report to New Glarus Vision.

Marketing: Lily Blum continues to update and frequently post on our Facebook page. In asking our clients, we have found that the top three places they found out about us were Facebook, WEKZ radio, and Googling, "What to do in New Glarus." The Facebook site, "You Know You're from New Glarus if..." posts about us often. While continuing to pay Destination Madison this past summer, we received little if any benefit from them. It was decided that we would continue advertising with WHA & WEKZ. While no decision was made about bus group magazine ads, we noted that while these groups vastly help our income, it frequently is difficult to staff for them.

We discussed our website, hosted by the Village. It needs work and Henry offered to facilitate discussion with the Village on what can be done to our site, next year.

Year 2023 is the 10th anniversary of the Friends! We plan to prominently promote ourselves via photos, articles and more. We have done well, and we deserve it!

We will not have a December meeting. Our January meeting will be, as is custom, our appreciation party at Puempels. The meeting was adjourned at 7:38 PM with a motion by Mary Statz, seconded by Joanne Landry.

Final: Friends of the Chalet meeting, September 8,2022 at 6:30PM in the Board Room at New Glarus Village Hall.

Attending: Denise Anton Wright, Sandy Blum, Mary Statz, Ruth Elmer, Dawn Johnson

August minutes were approved with very minor changes. Ruth plans to put the final minutes, for the entire year, onto a single flash drive, after which Sandy will put them onto Google Docs. We need to have our minutes accessible.

Treasurer's Report: We have not yet received August financials from the Village. Our next expected bill will be \$300 to WEKZ for our advertising. Denise Anton Wright made a motion to approve both above reports. This was seconded by Ruth Elmer.

Old business: Our missing inventory photos have been recovered! Sandy Blum met with an IT representative provided by the Village, however, inventory reporting options are broken, so we cannot tell for sure if all the images have been restored.

Much of our time was spent finalizing plans for our Wine Walk to be held on October 14, with registration times, now 4:30-6 PM. The New Glarus Public Works/Public Safety Board gave the final approval for our event at their September 12 meeting. Thirteen businesses plan to participate. New Rose, Brenda's Blumenladen, Chalet Cheese and Bramble Patch, (not participating this year?) all have their own Class A liquor licenses. John at Rusty Raven will feature mead, which is apparently not a beer, but has a classification of wine. Denise will ask if any vendor wants to donate their wine, otherwise invoice us. Wine will be described as a "sample," and participants are given a choice of dry or sweet. Lily Blum made a mini flyer which can be taped onto the bottom of our present Chalet of the Golden Fleece poster. A full \$25 is ours for admission with Eventbrite taking our additional fees. We plan to charge \$35 on the day of the event. Weather permitting, we will have tables, or a tent set up outside. We will register, day of, participants inside the museum to be near our Square.

We discussed requesting sponsorship, (\$400-\$800) from area businesses, not participating in the Walk. Listed possibilities, included Casey's, Sugar River Pizza, Truttmann Trucking, Mosher's, any of the banks, the Brewery, Dirty Dog Taphouse, Lions Club or Roy's Market. They would then have their business advertised on our Wine Walk map and possibly a banner or poster.

As for advertising our Wine Walk event, we plan to have a printed ad in the Post-Messenger-Recorder, the Shopper, The Monroe Times. Mary or Dawn will write an article for the Post-Messenger-Recorder.

Our bat removal is guaranteed for one year, so there is no additional charge if another visit is needed.

The Bank of New Glarus will keep the Village loan open until spring.

Our 2021 grant money has been extended into November, to accommodate Jason Higbie, who is painting and repairing our storm windows.

New business: Our interim Village Administrator is Karl Franz.

A large portion of loan monies designated to the Chalet has already been used: balcony repair, bat removal.

It is time, again for grant writing. We mentioned several future needs for repairs, also such as repapering the ceiling of the master bedroom.

We all need to listen to Sandy Blum's interview by Mike Zweifel, on WEKZ! Great job, Sandy!

Dawn Johnson plans to compile a questionnaire for our guests.

Mary Statz made a motion, seconded by Dawn Johnson & passed, for us to remain open for tours, by appointment only, through November.

The meeting was adjourned at 8 PM.

Final: Friends of the Chalet Meeting, August 9, 2022 at 6:30 PM in the New Glarus Village Hall Community Room.

Present: Denise Anton Wright, Sandy Blum, Mary Statz, Dawn Johnson, Ruth Elmer

June minutes were approved as read except for removing Liz Disch's name as an incoming guide.

Treasure's report: The Village deadline for any monetary entries is noon on the last Friday of the month. Our current balance is \$6628.99. Our missing tip jar has been found! Joe Cockcroft, kindly hid it, temporarily, as work was being done inside the museum. We discussed getting the tips out of obvious visibility, during closed hours.

Evelyn has received the first part of her stipend.

Old business: We have received 11 more lemon birds to sell. Dawn will explore getting more.

Upon receiving our laptop back from the Village, it was found that many of our inventory photographs linked to the description of each object are GONE! Sandy Blum has a meeting with IT to potentially recover them.

Mary Statz has organized the bus, arriving on September 22 at 11:30. Half of the participants will be dropped off at the Swiss Historical Village and half at the Chalet of the Golden Fleece. At 12:45 the driver will switch them. Four of us are scheduled to give tours that day and we need to coordinate with each other, so that this runs smoothly. We will charge \$7/person, with the driver and tour guide getting in free.

Bat control has begun in our attic, by the Village, costing \$6500. We were told, the attic contained no further inventory, however much soiled insulation had to be removed.

We continue to plan for the Wine Walk taking place on October 14, from 5 PM to 8:30 PM with registration at the Chalet taking place from 4:30-5:30. Denise Anton Wright is contacting the businesses and speaking with Mosher & Associates about liability insurance for the event. Sandy Blum will procure the wine & contact WEKZ. Four participating businesses, Bramble Patch, Brenda's Blumenladen, New Rose and the new Chalet Cheese House have their own Class A liquor licenses, so will provide their own wine. Dawn Johnson will oversee publicity. Ruth Elmer will ask several businesses to donate door prizes. Rusty Raven is interested in providing mead and has found that this is categorized under "beer," and so have their own license for that. Sandy has spoken with the Chief of Police. We are able call this a Wine Walk, providing that we and each business are extremely clear that no alcohol is to be drunk nor carried out on the street. Every participant will be aware and provide signage on the way out of the door. We potentially will have 14 businesses participating, with a 125-person ticket sale limit. Historically we have sold about 85. We will have a "Goody Bag," this year. We discussed putting our logo onto the maps and getting businesses to sponsor this. Denise will explore with restaurants if they may want to provide a "Wine Walk Special," afterwards. Our Wine Walk has yet to be approved at the September Public Safety meeting.

Sandy reminding us, in "liking" Chalet Facebook posts, to make sure it is from our own personal account.

Advertising: Our WPR advertising will be completed this week. Discussion was held over WEKZ advertising to start in August and run through September and October. Sandy stated that it will cost \$7.50 for 15 seconds. The offer includes live reads & an interview prior to the Wine Walk. Mary Statz made a motion, seconded by Dawn Johnson, to approve \$300, which will be matched by WEKZ to begin. Approved.

Advertising in the programs of UW sporting events was brought up & will be explored. This may prove to be quite expensive.

New business: Mary Statz made a motion to purchase more white gloves. (A package of 12) This was seconded by Ruth Elmer and passed. Sandy has a discount code.

Our grant has been extended, as Jason Higbie, who was to paint our windows, has had shoulder surgery. He apparently will be able to complete this in November.

Booths at the Christkindli Market are free to non-profits. Might we do food or drink? Split this with another organization? No decision was made. Sandy plans to discuss this with Bekah Stauffacher.

We have been asked to bartend at Oktoberfest. We will need 6 people.

The \$35,000 loan taken out by the Village needs to be closed out by the end of the year. With the costs for the balcony repair and bat removal, about \$7200 remains. This is not enough to cover painting. Brainstorming took place, including, possibly contributing a sum from our treasury. September is again time for grant writing & apparently, we can write for more than one. We discussed needs for new carpet and wallpaper in some areas.

Could we, should we become 503-C volunteers at the Taste of Madison or the Madison Marathon?

Might we pass a bucket for contributions to the Chalet at the upcoming Oktoberfest?

The meeting was adjourned at 7:45 PM.

Final: Friends of the Chalet meeting held on June 9, 2022, at 6:30 PM in the Community Room at the New Glarus Village Hall.

Attending: Denise Anton Wright, Dawn Johnson, Sandy Blum, Ruth Elmer, Kara Webber

Minutes from our May meeting were approved as read with two minor changes having to do with the name of a new business and a misspelling.

Dawn Johnson presented the Treasurer's Report which was approved.

Old business: Dawn Johnson has again left a message inquiring as to our status with the Wisconsin Historical Society.

Evelyn Bedward, our intern, had asked about the possibility of receiving her \$350 stipend in more than one payment. Kara Webber made a motion to pay her \$125 by the end of July and the remaining \$225 at the end of the season. This was seconded by Ruth Elmer and passed.

Drake Daily had updated Sandy Blum regarding repairs to the Chalet. Flooring on the upper deck has been replaced. It is load bearing and safe, but guests will not be allowed out there. Rotting corbels were replaced and some boards on the kitchen porch were repaired. We are unsure as to how much of the repair budget from the Village has been used.

Donations made to the Village for our signage are specifically earmarked for this, but no actual action has taken place, yet.

Lemon birds are difficult to find and quite expensive. Dawn has tried and Kara plans to look.

New business: Denise Anton Wright has made promotional Chalet buttons and donated them. Thank you, Denise! We discussed Denise making magnets, or possibly pocket mirrors and potential designs. Right now, we have used the gold starburst design by Lilly Blum and the photograph of the Chalet with the rainbow, taken by Faun Phillipson. Other ideas were King Louis, Marie Antionette, Empress Carlotta, and Grace Kelly, even the Golden Fleece circle? Dawn Johnson made a motion to order 25 of each design, initially, to be sold at \$5/piece. This was seconded by Kara Webber and passed.

Our Wine Walk is officially October 14, which is the week after Harvest Fest. Registration is to be from 4:30 to 5:30 with the actual start being 5 PM. We request the businesses to remain open until 8:30 PM if they so choose. We provide the wine in most cases and recommend that each business provide a snack. We will charge \$25 for advance tickets through Eventbrite and \$30 on the day of the event. We are planning for 125 maximum participants. Liability insurance costs significantly increase after this number. Generally, we have hosted about 85 participants. State law decrees that a wine walk involve 20 locations, max. We discussed, several places, such as the banks, or Town Hall to be used as warming stations. Might a local restaurant be interested in featuring a post wine walk meal or special? We could include a \$1 off coupon to some establishments in our gift bag or they could offer this to anyone wearing our wrist band. Denise will send a group email to all the businesses. We suggest keeping this to walkable downtown areas. Sandy will order the wine and manage the Eventbrite site. Kara has volunteered to help stuff gift bags, prior to the walk.

We have several new guides, or some increasing their tours. Janet Sherven will start soon.

Our inventory software is not working. Sandy has notified Drake to get this situation corrected. It appears to be a licensing issue.

A Corvette Club has expressed interest in visiting us during their Fall Color Tour!

Advertising: Our WPR ads are running. WEKZ agreement is not yet final. We are featured in the Green County Visitors Guide, the Driftless Explorer, (thanks to Sue Moen,) and the New Glarus Visitor Guide. Our brochures have been distributed, with the addition of Dawn planning to take some to the Monroe Cheese Museum.

Lilly Blum is scheduling Facebook posts for us. We appreciate this!

The meeting was adjourned at 7:45 PM.

Final: Friends of the Chalet meeting, May 12, 2022 @ 6:30 PM in the Community Room at the New Glarus Village Hall

Present: Sandy Blum, Mary Statz, Dawn Johnson, and Evelyn Bedward

A motion to approve the March minutes as read, was made by Dawn Johnson & seconded by Mary Statz

The Treasurer's report by Dawn Johnson was also approved, with a motion by Mary Statz which was seconded by Sandy Blum.

Old business: Looking for an email from State Historical Membership. Mary S. is going to look through the Golden Fleece email to see if something was missed.

Evelyn turned in her papers for the intern position. Sandy B. stated that a "timecard" would be at the Chalet for Evelyn to sign after each shift. Sandy asked Evelyn if there was anything that could be changed. Evelyn brought up possibly being paid out through the internship rather than just at the end.

Sandy B talked with Drake regarding the construction project on the balcony. She shared that the new floor was placed, in addition to the reinforced kitchen porch floor and nailed backup railing boards. The company is still working on replacing the end-cross decorative boards. Sandy is going to reach out to Drake inquiring if the full price was used for this project.

No businesses have expressed interest to sit on the Chalet board.

Sandy will reach out to the Brodhead Historical for a visit this summer.

New Business: Dawn is going to check on the ordered lemon birds, as we are unsure where they are.

Sandy announced that work should be started in June for our wine walk on Friday, October 14th. Consider asking other businesses to be on the Wine Walk: Banks, (seating and water,) Dirty Dog Tap Haus, the Library, Rusty Raven, and the Pioneer Valley Outdoor Store.

Advertising will start in the month of June for WPR. Sandy is going to check to see when the advertising will end with WPR. Mary reported no word from WEKZ, as far as a call back. Mary will check with Kate Stewart, WEKZ representative, for advertising in the months of August and September.

New brochures were shared with the group. Many compliments were given to Lilly Blum, who created the brochure.

Evelyn is going to the following locations in New Glarus:

Chalet Landhaus, Chamber of Commerce, Visitor Hut, Swiss Air and Kennedy's. Mary is going to text Evelyn with the locations.

Dawn is going to the following locations in Monroe:

Gasthaus, Super 8 and American Inn

Mary is going to the following locations in Verona:

Hyatt Place, Holiday Inn Express & Suites, Fairfield Inn & Suites, and Country Inn & Suites

May/June volunteer schedule was shared with the group. Dawn was going to check her schedule for guiding the month of June. 3 openings are left.

Sandy stated 2 new volunteers are going to be trained. She will be starting them in the living room as the first room to learn. She will be meeting with them before the season and encouraging them to come to the Chalet on Saturdays to listen/learn/practice, when they are available. The new volunteers will be placed on the schedule starting in July.

Sandy is going to get an email out to volunteers for bartending for Polka Fest on June 10, 2022 from 5-10 pm. Need a total of 10 people to help; 4 people are listed so far.

The meeting was adjourned at 7:35 PM.

Final: Friends of the Chalet meeting, March 24, 2022 @ 6:30 PM in the Community Room at the New Glarus Village Hall

Present: Sandy Blum, Mary Statz, Denise Anton Wright, Dawn Johnson, Ruth Elmer, Bekah Stauffacher

A motion was made to approve the January minutes as read was made by Dawn Johnson & seconded by Mary Statz.

The Treasurer's report by Dawn Johnson was also approved with a motion to do so, by Mary Statz which was seconded by Ruth Elmer.

Old business: Per Dawn Johnson, who is in communication with Amy Norlin, we are now officially affiliated with the Wisconsin Historical Society. We will make a public announcement later in the year.

Regarding printing of complimentary gift cards, we decided, instead, to apply a sticker to our present postcards.

Further discussion was held about staffing a concession at a UW event. This would garner \$1000, minimum or \$500 for ½ shift. We were offered a deal on liability for \$200 which would come out of our first commission check.

Evelyn Bedward has the paperwork for her internship with us. We are reminded to initial her timecard when she works with us.

There has been no word on beginning of construction on the balcony. Ideally this will be completed by the end of August. Denise Anton Wright volunteered to take before and after photos.

Sandy Blum will get in touch with the Brodhead Historical Society as to doing our mutual visits.

Destination Madison has not been very active, possibly due to Covid. We have paid for their services. Hopefully this will improve shortly.

Lemon presses, our most popular souvenir, are proving difficult to obtain. Mary Statz is exploring options.

We have received our archival supplies and insect traps. The kitchen door has been repaired by Joe Cockroft, and one of our lights is to be repaired this next week.

We apparently can not have multiple buttons on our Facebook page, for donations or tours. Denise will explore our message on the Village's website, to remove "anytime," for our tours.

New business: We have two new guides! Wonderful! Janet Sherven and Liz Disch have expressed interest. We hope to begin training in May.

We discussed our marketing plans for the year. We have approved a \$500 payment to WPR. Tim Brown is preparing a package? WEKZ, also approved for some radio ads, is having an interview on May 2 by Kay Stewart, in which we may want to participate. There is a \$500-\$750 price range offered here. We are mentioned in the Green County Tourism publication.

Should we serve hot chocolate, snacks and maybe smores during the New Glarus holiday open houses in November?

Mary Statz made a motion to approve the printing of 3-4 sets of tour cards, as we are running low. This was seconded by Dawn Johnson and passed. We are also low on brochures. Bekah Stauffacher will check to see how the supply is at the Chamber.

Much discussion took place over choosing the date for our fall Wine Walk. Considerations include 1) The fact that the Heidi group is holding theirs as late as June or July. 2) Downtown businesses prefer not to hold it on a Saturday. 3) Having it over deer hunting weekend. 4) Christkindli Market is scheduled for December 2-4. We like the idea of a pre-holiday or kick-off to holiday shopping event, however, need to check with Main Street Monroe so as not to step on their wine walk. Denise Anton Wright will get in touch with them.

Denise Anton Wright offered to make buttons, refrigerator magnets or pocket mirrors, at cost, for us to sell. Sandy Blum will check with Lili Blum to see if she is interested in making a design.

At this time, we have one tour bus scheduled on September 22, the first day of Oktoberfest. This is Sandstone Gardens out of Green Bay. It involves 56 people, and their guide named David. They will also be visiting the Swiss Historical Village, New Glarus Brewery, and have lunch at a local restaurant. Nothing is solidified yet, but we began planning scheduling, number of people in a group and how many groups etc.

Mary Statz will begin guide scheduling.

We are not planning on an April meeting, at this time, although the Board will continue to be in contact with each other.

The meeting was adjourned at 7:45 PM.

Final: Friends of the Chalet Board meeting, via Zoom on Thursday, January 13, 2022, at 6 PM.

Attending: Sandy Blum, Mary Statz, Dawn Johnson, Denise Anton Wright, Ruth Elmer

Sandy Blum made a motion to approve the December minutes, seconded by Dawn Johnson & passed.

The Treasurer's report was presented by Dawn Johnson and approved.

Old business: Apparently, we are unable to post our minutes onto our Facebook page. We discussed, perhaps emailing them each time to our members.

Dawn has not heard back from the State Historical Society, since she requested the link in order to supply them with our information.

Sandy, has presented Drake Daily with an order for our archival supplies

Denise still plans to contact Mosher's in order to learn about insurance requirements if we would run a stand at a UW sporting event. She will explore further options, also, for using Eventbrite, either annually or as we have been, for individual events.

Having our own mailing address is not feasible, so we will continue using the Village. We are to remind potential donors to write checks to "Friends of the Chalet."

Lili Blum continues to finesse our logo and will work on a letterhead for us, as well.

Advertising: As we continue to have an article in the New Glarus Visitors Guide, we do not need to pay for an additional ad. The Village of New Glarus is a member of the Chamber.

WPR: This was favorable last year. We discussed advertising here, again, although not necessarily in the Madison area, nor for the total time and amount.

WEKZ: Special promotions, especially around Cheese Days.

Green County Visitors Guide: Pros and cons were discussed. Do we need more advertising in the county? On the other hand, it shows we are a part of the whole. The request is due tomorrow. Fill out a PDF and send it to Noreen.

Bus group, requested of Mary Statz: This would cost \$550/2 years for 1/3 page. February 1 is the deadline to apply.

We received a card from "Destination Madison." We are paid through 2022.

A motion was made by Mary Statz and seconded by Dawn Johnson to advertise with WPR, WEKZ, and Green County, but not to participate in the bus tour offer. We will table it for the future, however. This passed. Sandy will submit the information for the Green County Visitors Guide, tomorrow.

New business: Mary Statz made a motion which was seconded by Ruth Elmer to approve the Intern job description document. It is a flat \$350, and the possibility exists to hire more than one. Passed. This internship will not have any reference to priority candidate for scholarships.

Sandy, Dawn and Evelyn Bedward met at the Chalet, this past Saturday to further prepare for the off season by putting down mylar, muslin and replacing the hook for the sleighbell horse harness. The muslin is now stored in the dining room cupboards.

Further discussion took place regarding the Fall 2022 Wine Walk, as to which day & the hours. No final decision was made. It is not necessary for individual businesses to stay open the entire time period if they choose not to. Denise offered to contact retailers, as she was unable to attend the recent Chamber meeting.

Ideas were presented by Denise Anton Wright for next year's Christkindli Market. We could sell food items, as a license is not required

It was suggested that we add a businessperson to our board, possibly from the Retailer's Roundtable or the Lions Club. A motion was made by Mary Statz and seconded by Ruth Elmer to seek a businessperson to be on the Friends of the Chalet Board. Passed.

At some point, closer to spring, we plan to invite the new Village Clerk to the Chalet, to meet and have a tour.

We, (Sandy Blum,) are still exploring a "Donate" button on to our Facebook page. Should this be up all the time or only around events?

Our annual appreciation party is at Puempels on January 29 at 6 PM. We discussed inviting our membership, the Historical Preservation Commission and Brian Bigler.

The meeting was adjourned at 7 PM.