



EAGLE BUSINESS ASSOCIATION
ANNUAL DINNER & MEETING **MINUTES**

Thursday, January 25, 2024@ 6pm

Location: ET Brewery, 2905 Main St, East Troy, WI 53120

Call to Order **7:16pm**

Board Members (Introductions):

Janis Suhm (Red Roof Station) President

Jerry Heckel (Heckel Tool) Vice-President

Jenny Benjamin (Family Tree) Secretary

Tamara Towns-Pozorski (Benefit Realty) Treasurer

Attendees:

Red Roof Station (Jan and Bill Suhm)

Benefit – Realty (Tamara Towns-Pozorski)

Family Tree LLC (Jenny and Adam Benjamin)

Heckel Tool & Manufacturing (Jerri and Lori Heckel)

Americana Flower Station (Kelly Krause, plus 3)

Citizens Bank (Cheryl Chapman and Jeni Nicoson)

Eagle Centre Bed N Breakfast (Reine Wells & Dean Herriges)

Eagle Historical Society (Dick Moeller, Jeff Nowicki, Carrie Peavy, Art Peavy)

Eagle Lioness Lions (Karen Norby, Nancy Payne, Gary Payne)

Jericho Farms (Wendy Konichek)

Old World Foundation (Gwen Griffin and Rosanne McGuire)

Determine next meeting date and featured business.

Pending location

Vote Approval and/or Changes of September 21st Meeting minutes

Jerry motions to approve, Bill seconds.

Treasurer's Report: Tamara Towns-Pozorski, Benefit Realty

Profit and Loss for our annual events: Rummage Sale, Pumpkin Party, Flags on Main Street, Hayride for Canned Goods.

(See Profit & Loss attached)

Budget Requests: **None**

During P&L discussion, Jenny comments that using the word "loss" is contradictory. Jerry motions to replace "loss" with "investments" in the community.

Jenny seconds, motion carries.

Recap of 2023: Janis Suhm, Red Roof Station

Besides our annual events and the membership directory, EBA has donated:

- \$500 to P/E High School Greenhouse,
- \$100 to P/E Project Graduation,
- \$500 for the Military Show in August,
- \$50 to Eagle Historical Society,
- 2 - \$500 scholarships to any P/E student that is furthering their education.

EBA members have contributed by:

- New flags and poles were purchased with the help of member donations.
 - Thank you to Heckel Tool for the design of the new, stronger brackets and Family Tree for put up and take down.
- New resident welcome bags have been handed out at Red Roof Station.
- EBA charters the Boy Scouts with 4 young teens, hopefully, reaching their goals to become an Eagle Scout status.
- Several EBA members participated in the national Drop Everything and Read at Eagle Elementary.
- The Tree Lighting in conjunction with the Hayride for Canned Goods. Family Tree decorated the tree while Citizens Bank and Red Roof Station decorated Gazebo.
- Gathered food pantry donations for the Eagle Area Community Food Pantry twice this year.
- Repaired the Welcome to Eagle sign on Hwy 67.
 - With donations, EBA put up the welcome signs, and non-profits added their signage.

Old Business

- 1) Mailing membership invoice with copy of last year's directory description.
 - a. Invoices will be mailed for membership renewals and directory ads. Follow the instructions on the invoice for changes and payment. February 24th cut off date.
- 2) Promotion of Flags on Main Street
 - a. Flags are always in need of replacement due to weathering. EBA will accept donations throughout the year.
- 3) Survey Monkey to see what members like/want.
 - a. Jenny suggested surveying EBA members for ideas, suggestions, general input, and to identify if EBA is fulfilling our members' expectations.
- 4) Repair of Welcome to Eagle sign on Hwy 67
 - a. The welcome sign by Generac has been repaired. Thank you to the members that donated their time to complete the task.

New Business

- 1) Discussion/Action Rummage Sale
 - a. Jenny suggested eliminating the map portion of the community rummage flyer. The map continues to be very challenging to draft and GPS mapping has proven to be inaccurate. This results in the map pinging the wrong location. A suggestion was offered to add in the cross street to help with an accurate location.
 - i. Wendy motions to eliminate the map this year and reassess if it impacted the rummage in planning for next year, Cheryl seconds.
 1. Jan will organize the list using house numbers with street names. This will lump locations together.
- 2) Discussion/Action to promote Hayride for Canned Good & Tree Lighting next year.
 - a. The Fire Dept and Village of Eagle Police Dept. bring Santa to town every December. The EBA contributes to the event with tree lighting and hayride while collecting canned goods for the food pantry. Jenny stated it would be nice to see a larger crowd and opened the floor for

ideas and suggestions to increase attendance. Jan explained a flyer goes out with all Eagle Elementary Students and water bills.

- i. Gary suggested sharing the information to Country Kids and contact the local newspaper.
 - ii. Kelly suggests pushing social media posts more.
 - iii. Other suggestions were to have a banner placed by the gazebo.
- b. Further ideas were shared on how EBA could enhance the Tree Lighting and Hayride.
- i. Jenny suggested ideas such as adding a Grinch character or Reindeer. However, it would be an additional cost to EBA. Wendy suggested having photo opportunities for \$5.00 to offset the cost.
 1. Suggestions to find a Grinch, Elves, Reindeer were to contact E&S Sweets (they had a grinch during midnight magic, Bee Well Café (they had Elves), Ace Hardware (they had Reindeer).

Misc/Other

Any lob-ins?

Jeni Nicolson spoke on behalf of the Eagle Community Organization, f/k/a Eagle Advancement Association to ask if EBA would consider a donation to enhance their Easter Egg Hunt event. Jan suggested a donation of candy; Jan and Jeni will connect later to figure out what the EBA can contribute. Donations under \$100 do not require a vote.

Adjournment

Jan motions to adjourn 8:05pm; Reine seconds.

JJS:ms

