PROCEEDINGS OF THE BROWN COUNTY
VETERANS' RECOGNITION SUBCOMMITTEE

Pursuant to Section 19.84, Wis. Stats., a regular meeting of the **Brown County Veterans' Recognition Subcommittee** was held on Tuesday, June 16, 2015 at 5:00 p.m., in the Veterans Conference Room, Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

PRESENT: Chair Erickson, Duane Pierce, Delores Pierce, Ed Koslowski, Jerry Polus, Rosemary Desisles, Jim Haskins, Louise Dahlke, Joe Witkowski, Carl Soderberg, Lynn Geiser, Tracy Rosinski, Cathy Williquette

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**Running Total of Veterans' Certificates: 1687

1. **Call Meeting to Order.**

The meeting was called to order by Chair Bernie Erickson at 5:00 pm.

2. **Invocation.**

3. **Approve/Modify Agenda.**

Bernie Erickson modified the agenda by moving Rosemary Desisles's report to follow Item 4.

Motion made by Jim Haskins, seconded by Ed Koslowski to approve as modified. Vote taken. MOTION CARRIED UNANIMOUSLY

4. **Approve/Modify Minutes of May 19, 2015.**

Motion made by Duane Pierce, seconded by Rosemary Desisles to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

5. **Presentation re: Honor Rewards Program.**

Brown County Register of Deeds Cathy Williquette shared information she had on the Honor Rewards program for veterans. The Honor Rewards program is a community service made available through the County's Register of Deeds office to thank and acknowledge veterans for their service and sacrifices. The program allows veterans in the County to sign up to receive an Honor Rewards Card to be used as an ID to receive discounts and benefits from participating retailers, restaurants and other businesses. Williquette provided the Subcommittee with a copy of a Power Point presentation that further explains the program, a copy of which is attached. Williquette felt that taking part in the program would be a win-win for both veterans and businesses.

Lynn Geiser asked who would benefit most from this program. She felt that this seemed like more advertisement than anything else. Williquette responded that it would be up to the Subcommittee to go out and get the businesses to sign up to participate and she noted that it does not cost the business anything to sign up and the businesses would then be self-promoting as they would be listed on the website. Koslowski asked about businesses that already do something for veterans, such as Home Deport which always gives a veterans' discount. Williquette noted that in those instances the Honor Rewards program would provide them with stickers they could use on their doors to advertise that they are veteran-friendly. Williquette stated that the businesses and the veterans sign up for the program on the Honor Rewards website. Geiser asked about security of the website and Williquette responded that everything is on a secure server and is very safe.

Polus added that the key issue will be putting together a group of volunteers to solicit the businesses to participate in the program. He noted that this is a year round program, not like our current program that focuses on Veterans Day. Polus suggested bringing in the Chamber of Commerce as a key player as well as On Broadway and the Military Avenue Merchants organization. He felt that bringing in these organizations to be part of the working committee would be helpful in deciding what the best way to approach businesses is. Polus noted that this would require a subcommittee and he noted that their office intern would be able to help out with this. Erickson stated the surrounding communities such as De Pere and Pulaski could be brought into this as well since it is a countywide program. Polus stated that the first thing to determine is if this

Subcommittee wants to participate in the program. He noted that he, Williquette and the County Executive feel that it is a strong program.

Polus continued that Dane County is the only county in the state participating at this time. Desisles wanted to be sure there was no confusion with the businesses if they are being solicited to join the Honor Rewards program and also asked for donations for Veterans Day. Williquette stated that if the Subcommittee decides to participate in the program, the businesses are able to add themselves to the program and if they decide they do not wish to participate in the program they can remove themselves at any time. Williquette urged the Subcommittee to check out the website to see how it works and see all of the places in Dane County that participate.

Polus suggested that the Subcommittee give some thought to this and check out the website and he suggested that this item be put on next month's agenda for further discussion before a decision is made.

6. **Possible discussion/review regarding Veterans Appreciation Day at the Brown County Fair In preparation for 2015/draft agenda.**

Erickson reported that he has ordered carnations to hand out to the women veterans. Polus had a draft of the Fair poster for review by the Subcommittee. A few small changes were suggested and Polus stated that he will have the posters and tickets ready for the next meeting, however, if anyone wished to have posters or tickets earlier to distribute at other meetings, they could pick them up in Polus's office at the end of the month. Polus wanted to make sure that no posters are displayed publicly until after the next meeting.

Louise Dahlke indicated that sometimes she receives calls from veterans who wish to attend the ceremony but do not have tickets and she asked how to handle these situations. It was indicated that there are plenty of locations that tickets could be obtained and they are free, but a veteran without a ticket could be admitted with a military ID, although that is not the preferred method.

Polus continued that he has invited nine organizations to have tables in the tent and he has received confirmation from several organizations so far and is waiting to hear from others. He stated that he will need at least 10 tables in the tent. Koslowski stated that he has 10 tables and could possibly get more if needed. Last year there were 25 tables total which included tables for the prizes and registration for certificates. It was felt that close to 30 tables will be needed in all as well as 60 chairs. Dahlke indicated that she will work on getting a cart of chairs.

Polus continued by going over the agenda with the Subcommittee. The tent will be open from 12:00 pm through 5:00 pm. The band, Monterey Trail, will perform from 4:00 pm – 5:00 pm and again after the ceremony. It was noted that Heartland will pay for the band which is greatly appreciated. The ceremony will begin at 5:00 pm. Erickson noted that he has tried to contact John Maino numerous times to see if he could be the emcee for the ceremony, but he has not heard back and he felt that the Subcommittee will need to look at going in a different direction for an emcee. The other parts of the ceremony are locked in and ready to go. Geiser indicated that she has two possibilities for female speakers.

Koslowski asked Dahlke about keeping the area free of vehicles this year as last year there were vehicles in the area and that was somewhat of a problem. Dahlke stated that she is working on that and she will do her best to be sure that this situation does not happen again this year.

A discussion was also held as to the best way to do the recognition of the female veterans and Erickson suggested that a decision be made on the day of the event based on the turnout.

7. **Discussion re: Covered stage.**

Haskins reported that at the Fair Board meeting he attended he was informed that due to budget cuts they will no longer provide a stage for the ceremony. Dahlke stated that she contacted several people to find out the cost of a stage and she is waiting to hear back from one of them. She stated that Rent-A-Tent indicated they would be able to provide a 12' by 12' stage for $144 which is a very good price. She indicated the stage would be 16" high and is not covered. Erickson felt that the Subcommittee would be able to pay for the stage since Heartland is sponsoring the band. The stage will be set up at the same time the tent is set up.

8. **Discussion re: Honoring female veterans at the Fair including carnations and review of certificate.**

Erickson reported that Schroeders will provide 150 red carnations. He also had a revised copy of the certificate that will be given to the female veterans for the Subcommittee's review and further, Erickson read the proclamation naming August 22, 2015 as Womens' Veterans Day in Brown County.

Motion made by Duane Pierce, seconded by Tracy Rosinski to approve proclamation and have it sent to July Human Services for approval and August County Board for approval. Vote taken. MOTION CARRIED UNANIMOUSLY

9. **Discussion re: Veterans Day donation list.**

This item was covered by Rosemary Desisles in Item 10 below.

10. **Report from Committee Members Present (Erickson, Desisles, Haskins, Geiser, Koslowski, Maino, Pierce, Rosinski & Witkowski).**

-Erickson reported that the dental program was kicked off last week. The program is available to Brown County residents and there is a fee, but the participants get deep discounts from participating dentists. It is $69 annually for single and $79 annually for a family and that then allows the participant to receive the discounts from the dentists. Information on this is available at most County offices and any library.

-Desisles reported that she has been in touch with Sherry Steenbock who provided her with the Veterans Day donation list as well as copies of the letters that get sent out in September. Desisles will make copies for the group and have them available at the next meeting. She also indicated that she received information from Steenbock on the Veterans Day radio show and breakfast. Erickson noted that the radio show was set up in the past with John Maino but he is not in radio anymore. Koslowski responded that the VFW sets this up and last year they were looking at having Bear from Y100 do the radio show this year.

-Haskins reported that he had seen recently that singer Tim Mc Graw will be giving away 36 mortgage free homes to veterans, one at each stop of his upcoming tour. Mc Graw has already given away 108 homes to veterans over the past three years through a partnership with Chase and Mc Graw's Operation Homefront program. Haskins continued by sharing information on the Army's first female general officer. He also noted Pennsylvania is the only state that observes Flag Day as a legal holiday.

-Geiser reported that the Volunteer Center will be starting a womens' group and she had flyers available for anyone who wanted them. She also stated that there is a volunteer opportunity on the Volunteer Center website for anyone that may be interested in helping at Packer Family Night.

-Koslowski reported that Brown County Veterans Manor will be having a ceremony at 3:00 pm tomorrow. Also, the Amvets State Convention will be held at the end of the month in Manitowoc. He noted that he is curious as to how many of the area veterans organizations have representation in Washington DC.

-Pierce reported that he heard at the quarterly get together at Pearly Gates that this Saturday morning the VFW in Oneida will be holding a veteran's breakfast and the Oneidas will be honoring the bald eagle. They would like to see as many veterans attend as possible.

Pierce also reported that the 10th annual Pearly Gates Ride will be held on July 11. He provided some history on the ride and said that at the first ride ten years ago they had 40 bikes and raised a few hundred dollars and there were two businesses sponsoring the ride. This year there are 106 businesses sponsoring the ride. He noted that last year that had roughly 750 bikes and 135 hot rods and 1,200 people participated. There were 2,400 people at the ceremony before the ride. This year, because it's the 10th Annual, they are paying tribute to all veterans. Every veteran in the crowd will be recognized. There are also raffle tickets for a street bike and tee shirts for sale which include a commemorative bottle of Jack Daniels drawn off a single barrel and a ticket for the raffle to win the empty barrel. People can register for the ride at the bar or at the Kwik Trip at Mason and Huron Streets starting at 9:00 am. The ceremony is at 11:00 and the ride takes off at noon. Following the ride there will be live and silent auctions, music, food, frivolity and merriment. There is

a small fee to get into the party afterwards for anyone who does not ride. He noted that almost half a million dollars has been raised over the years from this ride.

-Rosinski thanked those who attended the farewell event for Heartland's chaplain, Steven Morefield. Morefield was humbled and very appreciative. She continued that she has confirmation that author Debra Grassman will be coming September 8 – 11 with a soul injury ceremony taking place on September 11. She will keep the Subcommittee advised of details as they are finalized.

-Witkowski reported that he received a thank you card from Rosinski for attending the sendoff for Chaplain Morefield. He was very, very appreciative of the card and he would like to see this Subcommittee sending thank you cards out. He continued that he had a few items to share for the record. The first was about the birth of the flag of the United States of America. Secondly, Witkowski reported on an article he had seen in the newspaper that 138,817 military veterans were transported to Washington DC for war memorial visits from 2005 through 2014 as a salute to their service. Third, he read an article about a Green Bay man who wished Memorial Day was celebrated in the way it was intended, and not just as a holiday. He said the original idea was to honor those who defended their country according to a general order on May 5, 1868. The graves of 20,000 Union and Confederate soldiers at Arlington National Cemetery were decorated for the first Decoration Day as it was called. The name was changed to Memorial Day and it now honors the men and women who died in military service. Finally, Witkowski shared a picture entitled Gone But Not Forgotten which shows a billboard honoring WWII veterans from Allouez. Where the billboard was located and what happened to it remains a mystery.

11. **Report from CVSO Jerry Polus.**

Polus reported that on June 12 there was a press conference at the Veterans Manor where the name of the Manor was unveiled. The Manor is named in memory of Major General Jacob Brown who Brown County is also named after. He continued that about 30 residents will be moving in and there are also 27 pending applications. A resident manager is on staff and the Center for Veterans Issues will also have an office onsite.

Polus concluded by noting that his office has been busy, but everything is going well.

12. **Comments from Carl Soderberg.**

Soderburg was executed from the meeting earlier and did not give a report.

13. **Such Other Matters as Authorized by Law.** None.

14. **Adjourn.**

Motion made by Jim Haskins, seconded by Lynn Geiser to adjourn at 6:33 pm. Vote taken. MOTION CARRIED UNANIMOUSLY

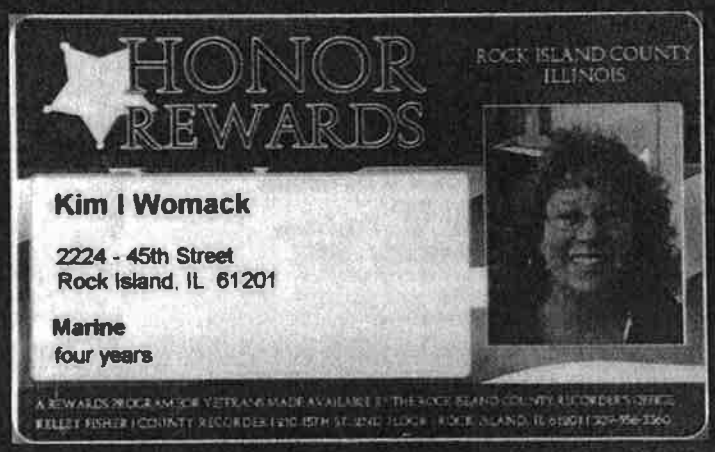
Respectfully submitted,

Therese Giannunzio
Recording Secretary

WHAT IS HONOR REWARDS?

- COMMUNITY REWARDS PROGRAM FOR LOCAL VETERANS
  - FIDLAR IS YOUR SERVICE BUREAU
    - WE PRINT ID CARDS, PROVIDE MARKETING TOOLS, SUPPORT, ETC.
  - DELIVER VALUE TO YOUR COMMUNITY
  - INCREASE BRAND AWARENESS FOR YOU OFFICE

HOW DOES IT WORK?



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HOW DOES IT WORK?

WAYakima

Honor Rewards <marketing@fidlar.com>

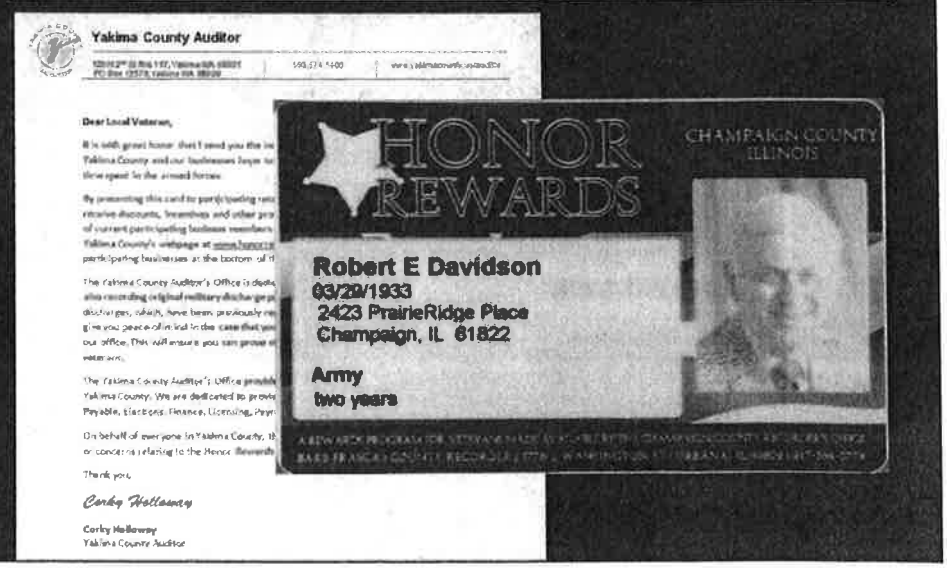
Follow up. Completed on Friday, May 09, 2014.
You forwarded this message on 5/9/2014 8:41 AM.

Sent: Thu 5/8/2014 9:43 PM
To: Alex Riggen

Message | 04 19 Easter 010(1).jpg (876 KB)

Name:	Jerry A Bennett
Street Address	52 Sage Trail
Street Address Line 2	
City	Yakima
State / Province / Region	WA
Postal / Zip Code	98901
E-mail:	nannjer@aol.com
Branch of Service:	Navy
Years of Service:	4

HOW DOES IT WORK?



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BUSINESS SIGN UP

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Business Sign-Up
Honor Rewards <honorrewards@fidlar.com>
Follow up. Completed on Tuesday, April 15, 2014.
Sent: Tue 4/15/2014 10:15 AM
To: Alex Riggen

Select County:	Yakima County, WA
Business Name:	ELLIOTT TIRE AND AUTO SERVICE
Contact's Name:	FRED MENDOZA
Street Address	1 EAST LINCOLN AVE
Street Address Line 2	
City	YAKIMA
State / Province / Region	WA
Postal / Zip Code	98901
Phone:	509 5758473
E-mail:	eto151@yahoo.com
Website:	etoandservice.com
Discount Offered:	10 % off any purchase ($ 50.00 max value) discounted service may not apply

THE HONOR REWARDS PACKAGE

- CUSTOM COUNTY WEBSITE
- FIDLAR AS A SERVICE BUREAU
- LAUNCH KIT
- PRINTED COLLATERAL
- TEMPLATES FOR EMAIL BLASTS

THE LAUNCH KIT

- WELCOME LETTER TEMPLATE
  - SENT WITH ID CARD TO VETERANS
  - EXPLAINS THE IMPORTANCE OF YOUR OFFICE
  - EXPLAINS IMPORTANCE OF RECORDING YOUR DD214

THE LAUNCH KIT

- GETTING THE WORD OUT TO VETERANS
  - PRESS OPPORTUNITIES
  - COUNTY WEBSITE
  - VA, AMERICAN LEGION, VFW, COUNTY VETERANS AFFAIRS OFFICE
  - SPEAKING AT SERVICE ORGANIZATIONS
  - PHYSICAL MATERIALS
    - FLYERS, POSTERS, LETTERS

THE LAUNCH KIT

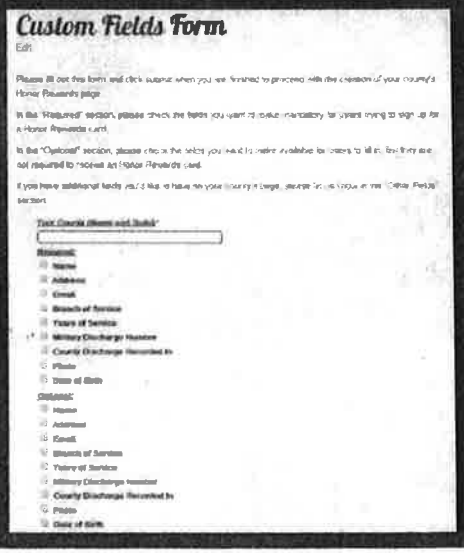
- GETTING THE WORD OUT TO BUSINESSES
  - PRESS OPPORTUNITIES
  - CHAMBER OF COMMERCE
    - MAILINGS, SPEAKING, PUBLICATIONS
  - SCHOOL SERVICE PROGRAMS
  - WORD OF MOUTH
  - YOUR WEBSITE
  - PHYSICAL MATERIALS
    - POSTERS, LETTERS, FORMS, STICKERS

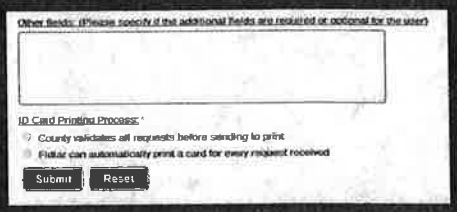
THE LAUNCH KIT

QUESTIONS TO ASK YOURSELF

- DD214 REQUIRED?
- VALIDATION FROM YOUR OFFICE?
- WHAT FIELDS SHOULD BE REQUIRED?
- CAN IMMEDIATE FAMILY GET CARD?
- PHOTOS AT COUNTER?
- ANNOUNCE TO COUNTY BOARD?

QUESTIONS TO ASK YOURSELF





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HONOR REWARDS

COMMUNITY REWARDS PROGRAM FOR VETERANS

Welcome to Honor Rewards

Please select your county from the list on the right to get started:

The Honor Rewards program is a community service made available through your county's land and public records office to thank and acknowledge our nation's veterans for their sacrifices to our country. This program allows veterans in your community to sign-up to receive an Honor Rewards Card and use this ID Card to receive discounts and benefits at local participating retailers, restaurants and other businesses.

CLICK HERE
to sign-up your local business

SELECT COUNTY

- HOME
- Sebastian County, AR
- Union County, AR
- Boone County, IL
- Champaign County, IL
- Crawford County, IL
- Henry County, IL
- Knox County, IL
- Moultrie County, IL
- Rock Island County, IL
- Sangamon County, IL
- St. Clair County, IL
- Tazewell County, IL
- Winnebago County, IL
- Crawford County, IN

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