



Platteville Optimist Club Monthly Highlights October 2020

Vision Statement: “To Impact the lives of youth in a positive and encouraging manner”

2020-2021 Officers and Board of Directors

Officers: Tom Nall, President | Tim Boldt, Vice President | Dan Engelke, Past President | Duane Borgen, Treasurer | Alaina Reeves, Secretary

Board of Directors: Doug Martin, Leon Neuheisel, Linda Thomas, Steve Lane, Terri Ellis, Jordan Holthaus

Published for Members October 31, 2020

NOTE: Due to Covid Pandemic and “safe distancing” requirements, the Platteville Optimist Board and Members have not been able to meet in person since March 6, 2020. In an effort to continue Club business, the Board of Directors has been meeting via Zoom’s internet application, with our most recent meeting held on September 29, 2020. The following “Governing Board & Committee Updates” highlighted below were reported to the Membership at their Business Meeting on October 2, 2020.

GOVERNING BOARD & COMMITTEE UPDATES

COMMITTEE UPDATES:

FINANCE COMMITTEE:

- **Treasurer’s Report:** Financial Report dated September 29th, 2020 was submitted by D. Borgen, Treasure, and approved.
- **Scheduled Donation Changes:** Scheduled donation to Childhood Cancer Fund was reduced and redirected to be split between the Grant Co. Cancer Coalition and the Iowa Co. Cancer Coalition. Scheduled donation to the OI Foundation was reduced.
- **Notes of Appreciation Received:** from Platteville Public Schools for “Stuff the Bus” contribution.

YOUTH COMMITTEE:

- **Bike Safety Event:** Platteville Optimist teamed up with Platteville Boy Scouts to host this event with necessary social distancing requirements on October 10th.
- **Tri-Star Basketball Event:** The board has had preliminary discussions regarding this event, but there are no specifics to be reported at this time.

COMMUNITY SERVICE COMMITTEE:

- **Santa’s Calling Event:** Still looking for volunteers for this event. The calls from Santa will be placed from 6 p.m. to 8 p.m. on December 8th, 9th & 10th. If volunteers do not want to use phones at City Hall, they have the option to obtain a copy of the forms & script and call from home. The deadline for parents to sign up is December 4th. Volunteers can email Platteville Optimist Club at oc01937@gmail.com to sign up.

FELLOWSHIP COMMITTEE:

- **October Speakers Recruited by Maggie Kleisath & Charlie Clark:** Wayne Wodarz, Platteville Chamber | Jack Luedtke, the Main Street Program | Dr. Jeff White, Medical Associates | Erik Flesch, The Mining & Rollo Jamison Museums.

MEMBERSHIP:

- **Changes in Membership:** Ann Kroncke, Jan Waite, John Urness, Platteville Dental (FOO) decided to not renew their memberships.

PUBLICITY/NEWSLETTER & WEBSITE COMMITTEE:

- **Rooster Call Maintenance:** a motion was made at the October Board meeting to table this discussion until the new chair/liaison is named.

CHEESE CURD COMMITTEE: There has been brief discussion around selling Cheese Curds at the chamber Christmas events, however there are no details to report as the board has yet to have a conversation on this topic.

OLD BUSINESS:

Meetings Continuing via Zoom: The link to attend Friday meetings has been set up as a “recurring meeting” and will remain the same each week, members can look for an email from Platteville Optimists weekly for links and descriptions of our weekly topic.

Fundraising ideas: The “No Fuss Membership Fundraiser” was tabled from a prior meeting. T. Nall proposed building an Ad Hoc committee to assist in gathering and filtering through fundraising ideas other than cheese curds.

NEW BUSINESS:

Explanation of F/Y Goals: A goal of president T. Nall is to increase the diversity of our club members with respect to age, race, and socioeconomic status, etc.

Halloween \$1 Book Project: Carley Borcharding proposed ordering several \$1 Scholastic books to be handed out to trick-or-treaters during the Halloween festivities at Katie’s Garden. Maxine Lane made “Compliments of Platteville Optimists” labels to place on the books.

SWIS District Meeting:

- Saturday, November 7, 2020 at 9:30. ***This event has changed from in-person to ZOOM only.***
- Registration is on the SWIS District Website and registration deadline is **November 5th.**
- Guest Speaker Jeff Kueter will speak about his military service to the US Air Force and experience as a medical doctor in the White House for three U.S. Presidents.
- Key Note Speaker: SWIS District Governor Elect, 2021 -2022, Jon Fons.

NEXT BOARD MEETING: Scheduled to be held via Zoom on Tuesday, November 3rd, 2020 at 7:00 a.m.

Board Report Respectfully Submitted By: Alaina Reeves, Secretary

HIGHLIGHTS OF WEEKLY MEMBERSHIP MEETINGS HELD IN OCTOBER:

OCTOBER 2, 2020 - Virtual "Business Meeting" via Zoom - Hosted by Alaina Reeves

- **Attendees:** There were 21 members and 1 Friend of Optimist member who attended and participated including: Tim Boldt; Carley Borcharding; Duane Borgen; Charlie Clark; Hap Daus; Dan Engelke; Kevin Haerten; Mike Hahn; Tom Jonas; Maggie Kleisath; Maxine Lane; Fern Nall; Tom Nall; Leon Neuheisel; Melissa Palfrey (Family Advocates FOO); Alaina Reeves; Becky Schambow; Joy Schewe; Bob Stephens; Ernie Thalmann; Linda Thomas and Wayne Wodarz.
- **Business Meeting Highlights:** President Tom Nall opened the membership's "Business Meeting" by leading the Pledge of Allegiance and Optimist Creed.
- **Special Dates Noted:** President Nall announced special dates for celebration including:
 - **Birthdays - this upcoming week:**
 - Caroline Kroll - October 1st
 - Doug Martin - October 2nd
 - Maxine Lane - October 5th
 - Steve Kleisath - October 8th
 - **Wedding Anniversaries - this upcoming week:**
 - Janelle & Pete Davis, October 3rd
 - **Membership Anniversaries this month:**
 - None
 - **FOO Membership Anniversaries this month:**
 - Oak Park Dental - October 3rd, 2016
- **Board of Directors Meeting Report:** D. Borgen presented financial report; T. Nall reviewed October board meeting summary (as listed above)
- **Other Business - Items Discussed**
 - Annual review of books: Barb Stockhausen agreed to do the annual review of the books at no cost to the club. Motion was made to have Barb Stockhausen complete the annual review of the books, motion carried.
 - Tom shared his idea of creating an Ad Hoc committee for fundraising ideas. Tom asked H. Daus & M. Hahn if they had interest in helping on the Ad Hoc committee; H. Daus has a full plate right now.
 - Tom discussed the importance of making sure people understand what we do and what our creed means.
 - Alaina shared an idea about creating a video with footage from Past and Future optimist events to publish on the club's Facebook page.
- **Upcoming Speakers & Topics:**
 - **October 9th:** Wayne Wodarz, "All Things Chamber"
 - **October 16th:** Jack Leudtke, The Main Street Program
 - **October 23rd:** Dr. Jeffrey White, experiences as a physician during COVID-19
 - **October 30th:** Erik Flesch from The Mining & Rollo Jamison Museums discussing how the pandemic has affected museums and the programs they will be offering this Fall.
- **Adjournment:** The meeting adjourned at 7:32 a.m.

OCTOBER 9, 2020 - Wayne Wodarz, Platteville Chamber - Hosted by Alaina Reeves

- **Attendees:** There were 28 members who attended and participated including: Jim Boebel, Tim Boldt, Carley Borcharding, Duane Borgen, Chris & Paul Budden, Charlie Clark, Howard Crofoot, Terri Ellis, Mark Essex, Kevin Haerten, Mike & Priscilla Hahn, Maggie Kleisath, Maxine Lane, Doug Martin, Eileen McCartney, Tim Murphy, Fern & Tom Nall, Leon Neuheisel, Diane Paynter, Alaina Reeves, Becky Schambow, Bob Stephens, Ernie Thalmann, Linda Thomas, and Wayne Wodarz.
- **Meeting Highlights:** President Tom Nall opened the meeting and led the attendees in reciting the Pledge of Allegiance and the Optimist Creed.
 - **Birthdays this week:**
 - Terri Ellis - October 9th
 - John Zuehlke - October 10th
 - **Wedding Anniversaries this week:**
 - Dean Feldman & his wife Vicki - October 10th

- Dennis Helbing & his wife Debra - October 11th
 - Jeff White & his wife Amy - October 15th
 - **October Membership Anniversaries:**
 - Dennis Brogley - October 16, 2015
- **Speaker - Wayne Wodarz, Platteville Regional Area Chamber of Commerce**
 - Today's speaker was recruited collaboratively by Maggie Kleisath & Charlie Clark. Wayne is the Executive Director of the Platteville Regional Chamber. He assumed his duties mid-February, taking over from former long-standing Executive Director Kathy Kopp. Wayne felt compelled to take this position given his business background within the area, and spent 8-10 weeks executing the transition with Kathy. Of course, when he assumed his position, he had no idea he and his team were headed into the COVID-19 Pandemic. Although it has posed challenge after challenge, Wayne has managed to stay afloat by keeping in touch with several of his connections in town and asking for help when he needs to. Wayne touched on a number of services the Chamber provides, including their Greeter Service, Merchant Alert, News in a Nutshell, Monthly Newsletters, Business After Hours, the Chamber Golf Outing, and Ground Breakings in town. They also consider the chamber website the "front door to our community" and try to update it as frequently as possible. Although he had many goals for 2020, several of them cannot be implemented due to the pandemic. He has frequently partnered with City Manager Adam Ruechel, who he has created a bond with as they both began their positions at the same time, right before COVID. The Southwest Chamber Alliance, a group of 8 Chambers around the area, hosted webinars for membership on how to reopen businesses safely. Platteville Chamber is 1 of 8 travel centers in the state, who welcomes some 12,000 tourists per year and hands out 35,000 brochures each year. The Chamber Hours are Saturday (10 a.m. - 4 p.m.) and Sunday (10 a.m. to 2 p.m.) and summer hours end at the end of October. They are in the midst of determining what can and cannot happen for Holiday Events. Holiday Chamber Meetings occur weekly.
- **Upcoming Meetings:**
 - President Nall noted that Jack Leudtke from The Main Street Program will be our next speaker on October 16th
- **Adjournment:** The meeting adjourned at 7:48 a.m.

Oct. 16th, 2020 - Jack Leudtke, The Main Street Program - Hosted by Alaina Reeves

- **Attendees:** There were 20 members 1 Friend of Optimist member and 1 guest who attended and participated including: Joan Bahr, Tim Boldt, Carley Borcharding, Duane Borgen, Charlie Clark, Howard Crofoot, Hap Daus, Terri Ellis, Kevin Haertzek, Maggie Kleisath, Jack Leudtke, Doug Martin, Tim Murphy, Fern & Tom Nall, Leon Neuheisel, Eileen Nickels, Melissa Palfrey (Family Advocates FOO), Alaina Reeves, Becky Schambow, Ernie Thalmann and Wayne Wodarz.
- **Meeting Highlights:** President Tom Nall opened the meeting and led the attendees in reciting the Pledge of Allegiance and the Optimist Creed.
 - **The Holiday Project discussion:** Platteville Holiday Project requested gift card donations in lieu of "Adopting a Family."
 - **2020 Santa Calling discussion** (see notes above)
 - **Building Platteville Halloween discussion** (see notes above)
- **Announcements:**
 - **Birthdays this week:**
 - Diane VanNatta: October 22nd
 - **Wedding anniversaries this week:**
 - None
 - **Membership Anniversaries:**
 - Ernie Thalmann - October 17th, 2008
 - Debra McWilliams - October 20th, 1995
- **Speaker - Jack Leudtke, The Main Street Program**
 - Jack began by sharing the program's mission statement, "To enhance community identity, heritage and pride through the revitalization, restoration and business development of downtown." This program has been around for some 20 years and was

started when lots of the businesses on Main Street were vacant. The Main Street Program works frequently with the city council and its operations consist of four elements: Design (how main street looks, cleanliness, presentation to visitors), Promotion (Sweet Treats on Main, Music in the Park), Economic Vitalization, and Organization. Jack provided some information on the current status of Main Street: most businesses are full, 98% of the space is occupied (on a square foot basis) with 2 open spaces for sale now, and according to Jack there are people looking to start businesses on Main Street. They received several state awards this year including the WADC award for the Ruxton Project. Platteville businesses received over \$272,000 out of the first "We're All In" grant program - of the ~25 letters sent in, only two businesses did not receive a grant because they didn't fit the criteria. The Main Street Program also worked diligently on the sale of Driftless Market. The RDA and Main Street program have also worked with businesses over the years to replace awnings, paint the front of buildings, etc. by matching up to \$1,000 of the cost. 19 businesses have taken advantage of this grant. The location of The Main Street Program is 20 S Fourth St., phone number is 348-4505 and they are open Monday - Thursday.

- **Upcoming Meeting:** Next week's meeting will be Dr. Jeff White of Medical associates speaking on his experience as a physician during COVID-19.
- **Adjournment:** meeting adjourned at 7:54 a.m.

Oct. 23rd, 2020 - Dr. Jeff White, Medical Associates Physician - Hosted by Alaina Reeves

- **Attendees:** There were 22 members, 2 Friends of Optimists and 1 guest who attended and participated in the meeting including: Jim Boeble, Tim Boldt, Linda Bernhardt (guest), Carley Borcharding, Duane Borgen, Chris & Paul Budden, Charlie Clark, Peggy Compton, Hap Daus, Terri Ellis, Dan Engelke, Bob Hundhausen, Maggie Kleisath, Doug Martin, Eileen McCartney, Tom & Fern Nall, Leon Neuheisel, Melissa Palfrey (FOO- Family Advocates), Alaina Reeves, Becky Schambow, Bob Stephens, Barbara Stockhausen (FOO - H&R Block), Linda Thomas and Wayne Wodarz.
- **Meeting Highlights:** President Tom Nall opened the meeting and led the attendees in reciting the Pledge of Allegiance and the Optimist Creed.
- **Announcements**
 - **Birthdays this week:**
 - Carley Borcharding - October 25th
 - Ken Kamps - October 28th
 - Guy Stead - October 29th
 - **Wedding Anniversaries this week:**
 - Ron & Jan Weier - October 26th
 - **Membership anniversaries for the week:**
 - None
 - **FOO Membership anniversaries this week:**
 - Garvey's Auto Service October 27th, 2016
- **Dr. Jeff White, Guest Speaker**
 - Dr. Jeff White, of Medical Associates, was introduced by Charlie Clark. Jeff is from the San Francisco Bay area and lives here in Platteville with his wife Amy, and they have two children Madeline & Zachary. Jeff opened his discussion by sharing that the moment the Coronavirus discussion became vivid for him was during a drive to Florida for vacation with his family - middle of March and the day they were scheduled to go to Disney World was the very first day the amusement parks closed. During this week they received several calls from the clinic regarding the virus; it was pretty panic-oriented to start out. They began by taking measures in response to the CDC guidelines - canceling scheduled appointments which ultimately led to the furloughing of many nurses, a physician, nurse practitioner & PAs for 7 weeks. They eventually turned the building next door into a COVID unit where they would screen patients in the parking lot. Most non-covid appointments were via Zoom/telephone calls. For some, Zoom was difficult due to lack of computer proficiency and/or lack of internet access. Business was down 75%, all elective surgeries were canceled. Jeff shared some insight like people who fight to

breathe will do better than those put on a ventilator - the last thing you want to do is ventilate someone. The virus mutates 2x/month and immunity will likely only last 3 months. His take is that the biggest mistake the US made was not using the knowledge/technology provided by other countries who had dealt with this longer than us, as this delayed our response/ability to isolate the virus. Jeff debunked some myths about the virus, and ultimately believes we need to be doing everything we can (6 feet social distancing, limiting engagements to 15 minutes, wearing masks) until the vaccine is not only available, but available & in our bodies.

- **Upcoming Meeting:** Erik Flesch, director of The Mining & Rollo Jamison Museums. Erik will discuss how the pandemic affected the museums and what has been done to keep them open. He will talk about the programs they are sponsoring this Fall and other plans for the future of the museums.
- **Board of Directors Meeting** will be **Tuesday, November 3rd, 7 a.m. via Zoom**
- **Adjournment:** Meeting adjourned at 8:20 a.m.

Oct. 30th, 2020 - Erik Flesch, Director of The Mining & Rollo Jamison Museums - Host Alaina Reeves

- **Attendees:** There were 24 members, 2 Friends of Optimists and 1 Guest including: Tim Boldt, Carley Borchering, Duane Borgen, Paul & Chris Budden, Charlie Clark, Hap Daus, Terri Ellis, Dan Engelke, Mark Essex, Erik Flesch (guest speaker), Kevin Haertzen, Mike & Priscilla Hahn, Maggie Kleisath, Fern & Tom Nall, Leon Neuheisel, Melissa Palfrey (FOO- Family Advocates), Alaina Reeves, Joy Schewe, Bob Stephens, Barb Stockhausen (FOO- H&R Block), Ernie Thalmann, Linda Thomas, Ron Weir and Wayne Wodarz
- **Meeting Highlights:** President Tom Nall opened the meeting and led the attendees in reciting the Pledge of Allegiance and the Optimist Creed.
- **Announcements:**
 - **Maxine Lane Update:** she is home from UW Hospital
 - **Birthdays this week:** None
 - **Wedding Anniversaries this week:** None
 - **Membership Anniversaries this week:**
 - Mark Essex - November 1, 2019
 - **FOO Membership anniversaries this week:**
 - Family Advocates, November 6, 2019
 - Bel-Aire, November 2018
- **Erik Flesch, Guest Speaker**
 - Erik began his presentation with the mission statement of The Mining & Rollo Jamison Museums: "...to be a custodian of the past; to interpret the rich lead and zinc mining heritage of the region...to preserve, interpret, and display the artifacts that define Southwest Wisconsin." Erik stated that he felt like they had a great start to the year, but things changed when the pandemic came about. He and his team adapted to the ever-changing environment accordingly, including holding the second annual Miner's Ball as a "no show" raffle event. This fundraiser proved to be the most successful fundraiser this year. In anticipation of creating a virtual footprint, they revamped their website early on. Erik was excited to share some information on their "virtual fourth grade school field trip." Creating a platform to host this field trip was huge because usually 1/3 of their visitors are from school kids, and if they did not offer this alternative, they would lose 1/3 of their admissions and the fourth graders might lose their only chance to visit the museum. The virtual tour will officially be rolled out in November, and it will be able to reach even more 4th graders than ever before, considering some schools couldn't afford the bus trip in the past. Another virtual event they have created is the Virtual Heritage Day. Usually, this event is their biggest in person event of the year with nearly 1,000 people spending the day at the museums. So, they created 6 hours (26 videos) of virtual presentations to replace the in-person event. These videos are now part of a permanent video library with content that highlights Platteville and its history. Another highlight that Erik was excited to share was the restoration of the 1931 Whitcomb Train. The Platteville Optimist Club, Erik emphasized, is responsible for allowing the Mining Museum to purchase the train

back in 1978, which was a significant investment at the time. The Optimists have made annual donations in the past that continue to help out the museum. Last fall, the museum received a grant from Platteville Community Fund that allowed the train to be refinished for the first time since 1978. Due to a technical difficulty, we were unable to view a video of the History of the 1931 Whitcomb train, but Erik provided the link to view the video [here](#). Thank you Erik for a wonderful presentation!

- **Upcoming Meetings:**
 - **November 6th:** November Business Meeting
 - **November 13th:** Jeff Gard, UW-Platteville Men's Basketball Coach will update us on the basketball program and address how COVID-19 will affect this year's program.
 - **November 20th:** Josh Boots & Stacia Stephenson from UW-Platteville Foundation will discuss the foundation's efforts and successes for the year.
 - **November 27th: No meeting**
- **Adjournment:** Meeting adjourned at 8:00 a.m.

Membership Meeting Highlights recorded and submitted by: Alaina Reeves, Secretary

ACKNOWLEDGMENT OF MEMBERS' SPECIAL DAYS IN NOVEMBER

Please note recognition of membership anniversaries, birthdays, and members' wedding anniversaries that will occur in October.

NOVEMBER MEMBERSHIP ANNIVERSARIES

- **Anne Klawiter** - November 1, 1989
- **Mark Essex** - November 1, 2019
- **Joy Schewe** - November 16, 2015
- **Dan Engelke** - November 19, 2015

NOVEMBER FRIENDS OF OPTIMIST ANNIVERSARIES

- **Bel-Aire** - November 2018
- **Family Advocates** - November 2019

NOVEMBER WEDDING ANNIVERSARIES

- **Barb Deis & her husband Tim Deis** - November 20
- **Doug Martin and his wife Kathy** - November 11

NOVEMBER BIRTHDAYS

- **Jeff White** - November 7
- **Brad Brogley** - November 9
- **George Byykkonen** - November 18
- **Mike Olds** - November 18
- **Joy Schewe** - November 24
- **Linda Foht** - November 25
- **Mary Sieckman** - November 25