

Sartell Area Chamber of Commerce, Inc.

Annual Planning Meeting for 2010

Meeting Minutes
December 1, 2009

Opening:

The annual board of directors planning meeting for 2010 was called to order at 12:00 pm on December 1, 2009 at the District Office, Sartell by Tom Templin.

Present:

Nick Colatrella, Tom Templin, Deb Paul, Amanda Schreiner, Steve Anderson Ron Dietl, Todd Fritz (past president), Mark Osendorf (past president), Dave Miller (past president), Jason Mathiasen, Cheri Carlson, Walker Brown, Cathy Vande Vrede (chamber administrator), Josh Bentley (chamber webmaster), Cherie Landwehr (chamber accountant). Absent was Shawna Hanson.

I. Welcome

- a. Information packet distributed to each member.

II. New officer position elections and board appointments

- a. Nick Colatrella transitioned to President.
- b. Tom Templin transitioned to Past President
- c. Deb Paul appointed as President Elect. Approved, motion carried.
- d. Amanda Schreiner nominated as Vice President. Approved, motion carried.
- e. Ron Dietl nominated as Treasurer. Approved, motion carried.
- f. Steve Anderson nominated as Secretary. Approved, motion carried.

III. Project Manager Assignments

- a. Community Showcase – Cheri Carlson, Chair and Deb Paul will assist.
- b. Rock N Block – Tom Templin, Chair and Walker Brown, Co-Chair
- c. Golf Outing – Steve Anderson, Chair and Shawna Hanson nominated Co-Chair.
- d. Recognition Banquet – Jason Mathiasen, Chair, Deb Paul and Dave Miller will assist.

IV. Committees

- a. Marketing Committee – This committee will develop true marketing strategies and show value for Chamber members. Will create new marketing materials for promoting the Chamber to new and existing members. Shawna Hanson has been nominated to Chair this committee.
- b. Recruitment Committee – The focus of this new committee will be on recruitment and retention. Sub committees may be developed to help drive new businesses.
- c. Website Committee – Tom Templin, Deb Paul, Walker Brown, Cathy Vande Vrede, Cheri Carlson and Josh Bentley will together focus on the website needs.
- d. As these new committees form, help will also be solicited from other members interested in helping with chamber events. Nominees from the board elections will be approached to assist with various duties.

V. Website

- a. Josh Bentley presented the proposal from Think Creative to upgrade and redesign the Chamber site. The upgrade would allow the Chamber 100 percent control, easy drop and drag features and up to date look. Deb Paul motioned that Chamber members who provide web development services be contacted to submit a proposal for a website upgrade. Mark Osendorf seconded.
- b. Website businesses will be contacted for proposals and the website committee will meet to consider each proposal. Final recommendation will be brought to the January board meeting. Cathy will contact Chamber members who offer website development to set up these meetings.
- c. New website may provide options for advertisements which would generate revenue.

VI. Budget

- a. 2009 budget reviewed by Cheri Landwehr, chamber accountant. Projected vs. Actual discussed. Profit and Loss reviewed and compared to 2008. There will be an internal financial audit conducted by the new treasurer, president and past president.
- b. Sales tax fees discussed regarding 501C3 vs. 501C6. Cheri will check on status of our nonprofit organization. Discussion about sales tax owed for 2009 events was discussed and follow-up discussion and payment decisions will be finalized after Cheri has done further research.

- c. Review of fiscal year switching to a calendar year. There will be a short window from October 31st to December 31st to end this year.
- d. 2010 proposed budget discussed. Reviewed tax process for end of the year.
- e. Proposal for new quick books that would allow multi-users online for less than \$20 per month. Board approved.

VII. Checking Account

- a. Dave Miller will contact Bremer Bank regarding new signers on account. Signers will be Nick Colatrella, Ron Dietl, Cathy Vande Vrede and Deb Paul. Cathy will pick up information from Bremer prior to the next membership meeting.

VIII. Money Market/Savings Account

Dave Miller will look into transferring money into a money market, CD or another interest-bearing account.

IX. Lunch Sponsor Fees

- a. Lunch sponsor fees will be raised to \$150 with extra benefits. Benefits would include increased presentation time and highlight sponsor on website as Business of the Month (for 30 days). Lunch sponsors already booked for 2010 would be given the option to pay 2009 rate of \$125 or pay \$150 to get the added benefits. This would be an added value for an additional \$50.
- b. Lunch sponsor would be Spotlight Business of the Month on website. Motioned by Tom, Seconded by Cheri. Approved, motion carried. Effective as of January 01, 2010.
- c. Lunch sponsor invoices will be generated prior to event by Cathy.
- d. We will work on having the whole year planned out. Business spotlights will take place once or twice per year.

X. Presenters

- a. Cathy will work with board members to plan a schedule for the year of presenters.
- b. January is State of the Chamber. Tom and Nick will present.

XI. Membership Dues

- a. Review of current dues of \$165 per year. (The dues were raised in 2009 from \$150 the previous year.) There was discussion of setting price tiers per business. The decision of staying with the current amount of \$165 was made. The Chamber would like to have more to offer before raising the rates.
- b. Information will be gathered for auto debit option for paying membership dues or sponsorships.
- c. 2010 Due Statements
 - i. 1st Notice will be handed out to all members in attendance at the December 8th membership meeting. An email will also be sent out on the 8th with a due date of January 10th.
 - ii. 2nd notice will be handed out to members at the January 12th meeting on yellow paper. Statements will be physically mailed and emailed out to those not received.
 - iii. 3rd notice will be mailed on pink paper. A phone call will also be made to those who have not paid.

XII. Survey Results

- a. Results reviewed by Deb Paul.
- b. A table of information at the membership meetings was suggested on the survey. The discussion of using the hallway/front entrance at City Hall was discussed. Decision was made to keep setup as is so the Chamber meeting is not a distraction to the city workers.
- c. Many of the survey respondents would like to see leadership workshops, more networking opportunities and website improvements.

XIII. Giant Impact Leadership Event

- a. Discussion of Chick-A-Fil simulcast leadership event for Friday, May 7, 2010. Speakers such as John Maxwell and Jim Collins via satellite. Space is available at the Holiday Inn & Suites, St. Cloud. This event would be open for members and the community. Surveys showed this would be of interest to members.
- b. Approval for leadership event to take place. A deposit of \$500 will be made.

XIV. Monthly Membership Meetings

- a. Review of flow of the meeting and agenda
- b. Ensure there are no conflicts with use of City Hall. Cathy will follow up on these dates.
- c. Have timer at back of the room for each of the presenters (5 mins, 2 mins, etc). Cathy will be at the back of room with cards. Discussion of effectiveness of RSVP's for lunch. Cathy stated that the first set of responses was near accurate and the second was not. This procedure will need to be announced at the next several membership meetings so that we can get a more accurate count for ordering food which will save money and we can continue to offer low rates to members.
- d. May bus tour. Cathy will reserve Metro Buses.

XV. Monthly Board Meetings

- a. Review of the schedule of events for the year.
 - i. There will be a mid-year planning meeting on Tuesday, June 22 at the District Office.
 - ii. There will be no board meeting in November or December. The annual planning meeting will be held on November 30, 2010 at the District Office.

XVI. 2010 Goals

- a. Focus on recruitment and retention.
- b. Have 150 members by the end of the year
- c. Create 6-month cash reserve in a money market account. Goal of 25K.
- d. Develop additional networking and sponsorship opportunities for members.
- e. Enhance and renew our already successful events.
- f. Work with the city to have current information for members. Work on being a Chamber Resource of information.

XVII. Membership Drive

- a. Work on retention. Would like to have each board member responsible for visiting a list of members.
- b. Recruitment – Design a true value added packet that lists benefits of membership.
 - i. Bring a non-member to a monthly meeting
 - ii. Offer incentives for bringing new members
 - iii. Retention drive

XVIII. New Events and opportunities

- a. Leadership program in May 2010.
- b. Visit each member during our term. Divide and conquer
- c. Routine meetings with the mayor
- d. Utilize the Newsleader with monthly ads.

XIX. Things to improve on

- a. Monthly newsletter
- b. Communication with the city and collaboration on events
- c. Improve handling of invoicing for sponsors and money due.
- d. Communicate better with our members.
- e. Have a silent auction for our scholarship fund during our annual recognition banquet.
- f. Acknowledge our sponsors better for all events.
- g. Have an informational table with handouts at our meetings.
- h. Design official name tags for our members.

XX. Mail Process

- a. All incoming mail will go through Cathy and she will disseminate where it needs to go.
- b. Will keep all membership renewals and add them into quick books.
- c. Will switch address on appropriate items to the District Office.
- d. Will keep the current Post Office box.

XXI. Meeting adjourned at 4:00 pm.