

Sartell Area Chamber of Commerce Inc.

Board of Directors Meeting

Meeting Minutes
February 22, 2010

Opening:

The regular board of directors meeting of the Sartell Area Chamber of Commerce Inc. was called to order at 12:00 pm on February 22, 2010 at House of Pizza, Sartell by Nick Colatrella.

Present:

Tom Templin, Steve Anderson, Amanda Schreiner, Walker Brown, Shawna Hanson, Cheri Carlson, Nick Colatrella, Jason Mathiasen, Deb Paul, Cathy Vande Vrede and Ron Dietl.

I. Officer Reports

a. President Elect, Deb Paul

- i. Community Showcase – Event was a huge success with attendance of nearly 2,000! A survey has been created for the Showcase vendors to complete. Will begin gathering ideas for next year's event. The Showcase next year will take place on Saturday, February 26, 2011. Need to determine setup to allow more vendors as booths were sold out this year.
- ii. Resource Guide – Discussion on the 2010 guide that was produced and distributed by the Newsleader. Deb will follow up with Janelle from the Newsleader for 500 guides as agreed upon for distribution. This topic will be revisited at the March board meeting.

b. Vice President – Amanda Schreiner

- i. The attendance and sales from the LeSauk Lions breakfast at the Showcase is unknown at this time.

c. Treasure – Ron Dietl

- i. The current checking account balance is \$36,161. The increase is due to the Community Showcase and membership dues. QuickBooks is near balanced. Balance sheet and P&L report distributed to board members.

- d. Secretary – Steve Anderson
 - i. Steve will be responsible for minutes due to Cathy’s absence at the March membership meeting.
- e. Administrative Assistant – Cathy Vande Vrede
 - i. There are currently 130 members. A list of 13-14 members were given to each board member to visit over a six month period. Will discuss progress at September board meeting.
 - ii. Review of the March meeting agenda.

II. Committee Updates

- a. Marketing – Shawna Hanson
 - i. Four testimonials have been collected for the new member’s packets. Packets are almost complete. Waiting on invite cards from printer.
 - ii. Recruitment drive – Members will be asked at March meeting if interested in donating gift cards, coupons, ect. towards the new member packets. Choose and promote a month as “Visitors Day” and encourage members to bring a visitor to attend meeting.
 - iii. Monthly E-Newsletter was created by Berta Hartig and sent to members in February. After redesign of website, the newsletter will have new format and look similar to the new website.
- b. Ambassador – Tom Templin
 - i. Next meeting will be Tuesday, March 16, 2010.
 - ii. Website – Committee met with Think Creative. Discussion of Google Ads option. Think Creative will send price quote for this additional option as well as more colors and look of the home page.

III. Events Update

- a. Community Showcase - Deb Paul / Cheri Carlson
 - i. Future planning date will take place next week.

- b. Annual Recognition Banquet – Jason Mathiasen / Dave Miller
 - i. Event scheduled for Thursday April 29, 2010. Invite will be the same design as last year. Simple form for nominating a Business of the Year has been created. This will be available at the membership meeting.
- b. Leadership Simulcast – Nick Colatrella / Paul Elwell
 - i. Event scheduled at the Holiday Inn, St. Cloud on Friday, May 7, 2010. Includes networking, breakfast, lunch and convenient location. Flyers were distributed to vendors at Showcase. Registration is available online.
- c. Rock N Block – Walker Brown / Tom Templin
 - i. Event scheduled for Saturday, August 21, 2010. Meeting with Leighton and Chris from Community Education scheduled after membership meeting on March 9.
- d. Golf Outing – Ron Dietl / Steve Anderson
 - i. Confirmed date for next year – September 9, 2011.

II. City Liaison Update – Jason Mathiasen / Steve Anderson / Walker Brown / Ron Dietl

- a. Select board members rotating to attend city meeting. No concerning issues at this time.

III. Community Education Liaison – Nick Colatrella / Deb Paul

- a. Deb will attend Advisory meeting Monday, March 1, 2010.
- b. Newsletter ads combined with Community Education.

IV. New Business

- a. Membership meeting presenters
 - i. Sartell Rotary - Riverside Park presentation for August.

- ii. Minnesota Judicial Branch – justice system, court matters, sentencing practices and more.

- iii. Jim Barkley – presentation on family history.

V. SummerFest

- a. Good Morning Sartell – an event prior to SummerFest in conjunction with HealthPartners opening.

VI. Future mayor meetings

- a. Meetings scheduled for April 6, July 13 and November 16, 2010. All meetings are scheduled for 8:00 am at the District Office.