



Sartell Area Chamber of Commerce, Inc.

Board of Directors Meeting

June 22, 2010

The mid-year board of directors planning meeting of the Sartell Area Chamber of Commerce, Inc. was called to order at 12:00 pm on June 22, 2010 at the District Office, by President, Nick Colatrella.

Present:

Tom Templin, Christa Halonen, Amanda Schreiner, Walker Brown, Cheri Carlson, Nick Colatrella, , Deb Paul, Ron Dietl, Jason Mathiasen, Cathy Vande Vrede and Cherie Landwehr.

Absent, Shawna Hanson

I. 2010 Goals From December Planning Meeting

- a) Focus on recruitment and retention. Have 150 members strong by the end of year.
 - i) Current membership of 152.
- b) Create 6-12 month cash reserve in money market account. Goal is 10K.
 - ii) A money market account has been opened and balance today is just over \$10,000. Discussion on whether to move more money to this account. Decision decided to wait until October when major events are finished.
- c) Develop additional networking / sponsorship opportunities for members.
 - iii) Hosted first Leadercast event in May and holding two Good Evening Sartell Events.
- d) Enhance and renew the events that are already very successful.
 - iv) Dedicated committees for each event along with timelines.

II. Officer Positions

- a) Several positions will be open in November. Good foundation for leadership. Anyone interested in an upcoming position, please see Nick.

III. Chamber Bucks

- a) The chamber bucks program has not been active for two years. Certificates are no longer valid nor should area business accept them. Announcement will be made at July membership meeting.

IV. Budget review

- a) Chamber accountant, Cherie Landwehr discussed budget reports. Cherie has worked longer hours than anticipated this year due to the fiscal year change. Cherie has generously donated her extra time. The chamber extends thank you to Cherie.

V. Member Retention

- a) Each member will be visited by board members by the end of September. List of conversation points has been created. List of trends will be compiled and shared.

VI. Member Recruitment

- a) Marketing committee will create six month contest with point system to help recruit members. Incentives may be awarded with gift cards. Details will be shared at next membership meeting as well as posted on website.

VII. Greeters

- a) Tom will follow up with Susan to be sure there are at least two greeters scheduled and able to attend. Name tags and check in will remain near food line. Board members are asked to be available in front entrance. Nick will make announcement at next membership meeting asking for interested greeters.

VIII. Ambassador Club

- a) More members are needed for ambassador meetings to get caught up. All board members have agreed to work together to get up to date on meeting with new members.

IX. Review of Membership Dues

- a) Current membership dues are \$165. Dues were raised in 2009 from \$150. Additional value has been added during this past year and membership is very active. Board decision to not raise fees at this time.

X. Review of Lunch Sponsor Fees

- a) Added value for monthly lunch sponsor such as Featured Business of the Month web page. Board decision to not raise fees at this time.

XI. Monthly Billing Option

- a) Monthly billing will be promoted. This may include membership dues, sponsorships, ect. throughout the year.

XII. Chamber Events for the Year

- a) Continue with four major successful events: Community Showcase, Banquet, Rock N Block and Golf Outing.
- b) If leadership event takes place next year, an aggressive committee will need to be formed and actively promoted. Deb will follow up with prospects to possibly create lunch time learning sessions. Cathy will talk with Ann in Community Education to possibly promote business classes in fall catalog.

XIII. MCCE Conference

- a) All board members are encouraged to attend next year.

XIV. Advertising Blast

- a) Discussion on weekly advertising. One sponsor per week. Email once per week (midweek).

XV. Membership List

- a) Motion made by Amanda to not share membership list. Seconded by Cheri. Motion carried.

XVI. Website

- a) Website launch went well. Positive feedback on new look. Cathy will check with Think Creative about search options for member's type of business.

XVII. Monthly Membership Meetings

- a) Positive feedback of agenda flow. Need to encourage members to go through food line. August meeting will be held at St. Francis gathering area due to elections. Nick will announce at July meeting.

XVIII. Lunch Sponsors

- a) Lunch sponsors are needed.
- b) Regular membership meeting will be held in December along with an evening holiday event for members.

XIX. Board Meetings

- a) Discussion of monthly board meetings. Decision to continue to meet monthly to stay on top of all issues.

XX. Items to Improve

- a) Monthly newsletter now has a new look. Deb will work on the next newsletter.
- b) Announcement material on table at membership meeting.
- c) Facebook on website.

XXI. Administrative Assistant

- a) Discussion on Cathy's position. Decision to extend hours beginning in September to 20 hours.

XXII. Upcoming Meeting

- a) Next board of directors meeting is scheduled for 12:00 pm on Tuesday, July 27 at Great River Bowl.

XXIII. Adjournment

Adjourned the meeting at 2:30 pm.