

**Greater Stillwater Chamber of Commerce  
Board Meeting Minutes  
Tuesday, August 8, 2006  
Country Inn & Suites, 2200 W. Frontage Road, Stillwater**

**1. CALL TO ORDER**

The meeting was called to order by Curt Geissler.

**Roll call was taken by Doris Karls.** Board members present were Curt Geissler, Jennifer Severson, Laura Domagala, Patsy Rollwagen, Gail Pundsack, Curt Swanson and Scott Zahren.

**Board members absent were:** Randy Gutzmann, Mike Johnson, Sheryl E-Marshall, Mark Berthelsen and Michelle Rose Jorgensen.

**Agenda and Minutes:** Jennifer Severson made known to the Board to take item 4.d. New Committee Notification Letter: Women in Business off the agenda. The Board so noted the deletion to the agenda. Curt Swanson made a motion to approve both the June and July 2006 Meeting Minutes. Laura Domagala seconded the motion. The motion was passed.

**2. MONTHLY REPORTS:**

**Director's Report** –Executive Director, Jennifer Severson presented the monthly Director's Report (see attached).

**Highlights** – Listening sessions letter has been mailed out to all members have been planned to get a better sense of what each member is looking for from the Chamber. Jennifer Severson has asked members of the Board to attend the meeting they best identify with. Jennifer Severson, along with Chamber Intern, Kendra Lohmer will be working on the top 10 employers in the surrounding area. The Chamber will be holding their first New Member Orientation on Thursday, August 17, at Northern Vineyards. Curt Geissler made a request to have all Board members attend the event to meet the Chamber's newest members. The Members First program will launch in August or September following completion of the printed materials. Member management software is being looked at the last week in August. Jennifer Severson has met with Mark Raney at cre8 Communications about the 2007 Visitor Guide. Curt Swanson, Sheryl E-Marhall and Jennifer Severson met to discuss key steps to developing our three Visitor Bureau plans. Per the By Laws, Curt Swanson moved to approve new members to the Chamber for this month. Doris Karls seconded the motion. All new members were approved. Curt Swanson made a motion to cancel membership to members that are 120 days past due. Scott Zahren seconded the motion. Laura Domagala recommended a friendly amendment that the delinquent members be given a 10-day notice before canceling their membership. The motion was passed.

<b>Financial Report:</b> (see attached)	<u>Actual</u>	<u>Prior Year</u>
Income from operations YTD	179,828	161,906
Expenses YTD	83,314	84,307
Membership YTD	64,570	77,353

Historic District gross revenues are about \$5,000 below budget. With the net revenues being even, it averages out. Tourism and Marketing gross revenues are \$15,000 over budget, which primarily is being generated through the golf tournament. This is budget timing and will correct itself in September. However, net revenues are \$20,000 over budget and hopefully this will continue throughout the year. Membership gross revenues are \$14,000 over budget with net revenues \$13,000 over budget. These increases are generated over a number of different areas and represent stability within the organization as change occurs. Operational expenses continue to operate below budget, however this is due in part because money for the technology update, web development and office-remodeling project has not been spent. Adding those numbers to the budget would even it out. The review is progressing nicely and Curt and Jennifer will be meeting with Foley, Kalseim on Wednesday to discuss progress and provide any additional information.

**Written Committee Reports: No written reports were submitted.**

**Community reports:**

**Jennifer Severson on behalf of Mike Johnson (Lake Elmo Committee)** – The Lake Elmo Connect Luncheon is this Thursday, August 10, and the featured speaker is State Senator Brian Leclair.

### **3. UNFINISHED BUSINESS**

**Art Fair Event Advisory Committee** - This committee will provide recommendations for the Rivertown/Spring Art Festival, the Fall Colors Fine Art & Jazz Festival and other events as designated by the Greater Stillwater Chamber of Commerce Board of Directors. The Board will make all final decisions. The committee should consist of five to nine Chamber members total, including one GSCC Board Member, GSCC Executive Director or appointee, ArtReach Alliance Executive Director or appointee and up to six at-large members. Doris Karls made two suggestions; 1) Have it be open to local art organizations who are members of the Chamber; and 2) the group should be a committee instead of a group. Doris Karls moved to approve the draft V.1 with the two amendments. Patsy Rollwagen seconded the motion. The motion was passed to establish the Art Fair Advisory Committee.

### **4. NEW BUSINESS**

**Board & Officer Election Process** – The Board job description will be reviewed by each Board member and comments are to be given to Jennifer Severson and discussed at the next meeting.

**Board Member Election Cycle** – Jennifer Severson chose the three longest tenure Board members up for re-election this coming cycle. A random drawing between Michelle Jorgensen and Laura Domagala, each elected in 2004, determined who would fill the 2006 election cycle. The remaining Board members of equal tenure were drawn randomly for the remaining 2007 and 2008 election cycles. Randy Gutzmann called Jennifer Severson to give his verbal resignation to the Board of Directors effective today, August 8, 2006. His Board position will be up for election in 2006 and will remain unfilled until the new Directors take their seats on the Board. Doris Karls made a motion to approve the proposed election cycle. Curt Swanson seconded the motion. The motion was passed.

**Nominating Committee Appointments** – Curt Geissler had asked Mike Johnson and Mark Berthelsen to be on the nominating committee. Mike Johnson did accept the position, Mark Berthelsen has not responded. It was agreed to put out a request about interest in being on the committee by the Chamber newsletter, press releases or local newspapers. Gail Pundsack made a suggestion to get a list of potential appointees for the committee from each Board member and to also put the option out to Chamber members if they would be interested as well. Jennifer Severson will work on filling the Nominating Committee appointment suggestions to the Board for approval.

**First Reading: Candidate & Issue Endorsement Policy** – The Chamber does not and will not endorse individual political candidates. Much discussion was brought forth regarding endorsing versus advocating a particular candidate by hosting a forum where both political candidates will be present, upon Chamber members request. Jennifer Severson will make amendments to the policy to separate candidate endorsement vs. policy endorsement. In regard to the upcoming Lake Elmo Connect Luncheon with Senator Brian LeClair, Jennifer will invite any candidates running against him to speak at upcoming events, post a sign with the Chamber's non-endorsement position at registration to the event, and will announce the Chamber's position at the beginning of the presentation.

**2007 Board Meeting Schedule** – The Board was asked to consider changing the time of each meeting and tabled it for discussion at next meeting.

**Globalization, Technology and Changing Demographics: Current and Future Impact and How Schools Need to Respond Seminar** – Doris Karls extended an invite for all board members to attend the seminar on Tuesday, August 29, from 11:30 a.m. - 1 p.m. at the Grand Banquet Hall in Stillwater. Dr. William Daggett with the International Center for Leadership in Education will be the featured speaker. Dr. Daggett will present how new and emerging technology, changes in demographics and globalization are presently impacting our position as a superpower and how they likely affect us in the future.

## **5. ADJOURNMENT**

Motion to adjourn was made by Patsy Rollwagen. Scott Zahren seconded the motion. Meeting was adjourned.