

**Greater Stillwater Chamber of Commerce  
Board Meeting Minutes  
Tuesday, December 12, 2006  
Boutwells Landing, 5600 Norwich Parkway, Oak Park Heights**

**1. CALL TO ORDER**

**The meeting was called to order by Curt Geissler.**

**Roll call was taken by Angie Tremblay.** Board members present were Jennifer Severson, Mark Berthelsen, Laura Domagala, Gail Pundsack, Michelle Rose Jorgensen, Curt Geissler, Scott Zahren, Sheryl E-Marshall, Doris Karls and Patsy Rollwagen.

**Board members absent were:** Curt Swanson and Mike Johnson.

**Approval of November minutes -** Mark Berthelsen made a motion to approve November minutes. Scott Zahren seconded the motion. The November minutes were approved.

**New Member Approval –** Mark Berthelsen made a motion to approve all new members. Doris Karls seconded the motion. All new members were approved.

**2. MONTHLY REPORTS:**

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

**Highlights –** Working with the Stillwater Courier to support sales stage; meeting with David Hinson to target prospective advertisers from membership list. The City Council approved both contracts for 2007 Spring and Fall Art Fairs. Jennifer met with Dave Eckberg regarding cross-promotion of art fairs. Discussion was brought forth regarding a new contract with St. Croix Events regarding the Spring Art Fair. Jennifer will be meeting Jeanne Anderson to discuss the contract in more detail and the need to protect event names and other marketing taglines from copyright infringement. The business development seminar with Jon O'Malley is building strength in that area with members. The New Member Orientation had their second session on Thursday, December 7 at the AmericInn Lodge & Suites, which went well with 11 members in attendance. Jennifer is meeting with Mark Berriman and David Mooney of the Stillwater Gazette tomorrow to discuss details of what newsletters might look like if printed monthly in the Gazette. The Commercial Property Tax Forum is scheduled for Monday, December 18 at 6 p.m. at the Water Street Inn.

<b>Financial Report:</b> (see attached)	<u>Actual</u>	<u>Prior Year</u>
Income from operations YTD	261,992	196,490
Expenses YTD	230,426	215,936
Membership YTD	118,227	91,580

**Highlights** - Cash flow is tight, but we have been making payments to vendors. Accounts receivable are large and will hopefully help cash flow through December and January. Net income is strong for the year up over \$10,000 to budget. This may have most to do with the member billing process change.

**Written Committee Reports: none**

**Marketing Report** – No report at this time.

**Community Reports:**

**Bayport – Mark Berthelsen** – The Bayport Community Action League just became a member of the Chamber of Commerce. The Lighting of the Green went wonderful with many families in attendance. Andersen windows layoff has really taken a toll in the city, but mostly Wisconsin residents.

**Lake Elmo** – No report at this time.

**Stillwater – Scott Zahren** – Many businesses are hurting at this time. Darla's Malt Shop may be opening this month, but it has not been confirmed due to the rumor of them filing for bankruptcy. Seasons Tique will be closing this month. The Dreamcoat Café was scheduled to open in November, but is still not opened its doors. There are still vacancies in the Grand Garage building, which is a concern. The restaurants and coffee shops seem to be doing just fine with sales this season. Thanks to the new condominiums in Stillwater, Alesci Furniture has been doing very well this season as well.

**Oak Park Heights – Gail Pundsack** – There is construction on Northland Avenue to redo the electrical system due to the electricity going four times during the summer months. Lowes should be opening this month.

**Unfinished business:**

**Election of Board Members (2007 – 2009 term)** - Scott Zahren made motion to approve nominees for the Board. Doris Karls seconded the motion. All nominees were approved.

**New Business:**

**2007 Budget** – Due to the need to add 2006 & 2005 comparison information, the Board moved to approve the 2007 Budget at the January 2007 Board meeting.

**2007 Program Committee Detail** – Jennifer Severson put together this draft based on surveys from the Chamber members. The historic district needs restructuring in hopes of gathering downtown merchants. The new name would be the Downtown Merchants Association and will meet the specific needs of businesses in the historic downtown business district. Scott Zahren made a motion to approve support for Jennifer Severson for the 2007 Program Committee Detail. Michelle Rose Jorgensen seconded the motion. Support for Jennifer was approved.

**Membership Dues Increase of 3%** - Mark Berthelsen made a motion to approve to increase. Scott Zahren seconded the motion. The motion was passed to increase dues for 2007.

**Visitors Bureau Task Force** –The task force, appointed in mid-2006, includes Severson, Sheryl E-Marshall of PressEnter, and Curt Swanson of Genesis Financial & Tax Solutions, who is also the Chamber treasurer. The trio researched revenue sources, staffing options and also compiled budget comparisons for two options – a visitors bureau which operates in conjunction with the Chamber and a bureau which would separate from the

Chamber organization and stand alone. The Chamber approved the recommendation brought forward by its Convention & Visitors Bureau (CVB) Task Force to “pursue a Visitors Bureau that shares administration and offices with the Chamber.” The Task Force can now begin formal conversations with City of Stillwater officials and key stakeholders, including lodging, hospitality, retail and other tourism-dependent members.

**Commercial Property Tax Assessments** – The Greater Stillwater Chamber of Commerce has invited business owners and commercial property owners to attend its upcoming Commercial Property Tax Forum. Kevin Corbid, along with staff from the tax and assessment divisions, will present information on appraisals, current tax levies and how to work with his office on individual property concerns. City of Stillwater and Washington County officials will also be present. The panel will answer questions from property and business owners. This meeting will take place on Monday, December 18, from 6 – 8 p.m. at the Water Street Inn.

## **5. Adjournment**

Motion to adjourn was made by Gail Pundsack. Patsy Rollwagen seconded the motion. Meeting was adjourned.