

Greater Stillwater Chamber of Commerce
Board Meeting Minutes
Tuesday, February 14, 2006
Family Means, 1875 Northwestern Ave S, Stillwater

CALL TO ORDER

The meeting was called to order by Curt Geissler at 5:41 p.m.

Roll call was taken by Doris Karls. Board members present were Curt Geissler, Doris Karls, Mike Johnson, Randy Gutzmann, Curt Swanson, Sheryl E. Marshall, Jennifer Severson, Scott Zahren, Mark Berthelsen, Gail Pundsack, Michele Rose Jorgensen and Laura Domagala. Corey Oscarson and Patsy Rollwagen were absent.

Agenda and Minutes: Curt Swanson motioned to approve the agenda, Mike Johnson seconded the motion. Mark Berthelsen made a motion to approve the January minutes, Randy Gutzman seconded the motion.

MONTHLY REPORTS

Director's Report – Executive Director Jennifer Severson distributed and presented the monthly Director's Report. Highlights of February included the Chamber being asked to write a weekly column for the Stillwater Gazette titled "Commerce in the Valley," launch of the monthly \$1,000 of advertising on WMGT featuring Blue Moon and distribution of the 2006 Member Survey. Five new members joined the Chamber in January, three cancelled and 49 renewed their membership.

A sign-up sheet for writing Commerce in the Valley columns was passed. Board members were encouraged to participate. A draft of Board members' contact information for the web site was also distributed for review.

Financial Report – Treasurer Curt Swanson distributed the January financial report. He report that he has not complete defined the 2006 numbers yet because of the transition to performing the accounting in-house. Swanson reported that he merged accounts to three accounts instead of 6 or 7. There are a few accounts that need to be clarified, especially the Chamber dollars. The Chamber is getting more current on Accounts Payable as cash was tight in November and December; however, we've managed our cash and not had to touch the Chamber's money market account. As the year progresses, we'll work on fine-tuning practices to allow for consistency in reporting. Swanson also reported that administrative totals are in-line with what our budget is. Questions: What is Lowell Park Fund? No one in Chamber Office is a signer on this account. What are its uses? We're still trying to figure out how to include this in our account summary.

Written reports - Historic District Chair Scott Zahren presented the Historic District monthly report. He stated the big challenge for Blue Moon is volunteers to help setup. All are invited at 1 p.m. on Feb 23 at the Armory. Michelle Rose Jorgensen will help Patsy Rollwagen with silent auction. Curt will be coming in from out of town. Board members are encouraged to dress in western attire.

Marketing Committee Chair Sheryl E Marshall presented the monthly Marketing report. Marshall requested Board approval to have a Tourism Education Day to celebrate Tourism Week in May. The motion was made by Curt Swanson, seconded by Michelle Rose Jorgensen. The Education Day will be either a breakfast or luncheon. The committee is checking on Secretary of Tourism to speak, he lives in Stillwater. At that time, we'll give an update on the impact of tourism on the local economy. In other marketing news, Andy Rollwagen and Mike Schoonover have volunteered to work on the Golf Outing committee. The event is scheduled for September. Requests for proposals will be mailed in March.

CVB Task Force Update: Curt Swanson and Sheryl E Marshall have met a couple people to discuss their views on the topic. The task force will schedule an in-house SWOT with Exec Board.

UNFINISHED BUSINESS

Bylaw Recommendations

The Executive Committee met prior to the Board meeting to review and make further recommendations to the Bylaw Committee's bylaw draft. The draft was reviewed by the Board line-by-line with changes being made as needed. A motion was made by Mark Berthelsen to accept the bylaw revisions as amended by the Board and to send the revisions to the full membership for adoption. Curt Swanson seconded the motion.

Strategic Planning Session

Board members were surveyed to set a date for the session. The most likely date is March 29. Jennifer Severson will contact Board members not in attendance to check their availability. The duration of the session was discussed. Board members should set aside the entire day, with hopes that we'll finish early.

NEW BUSINESS

Board Member Action – Andrew Dyb

The item was tabled until the March Board meeting in order to receive Andrew Dyb's resignation in writing.

MN Chamber Executive Conference Overview

Executive Director Jennifer Severson attended the conference in January. Many interesting topics were discussed including legislative issues, sales tax, and planning for future demographics. The Minnesota Chamber has requested support on the Motor Vehicle Sales Tax amendment, Jennifer will bring additional information regarding the MVST amendment to the March meeting.

Explore MN Tourism Overview

Sheryl E Marshall attended the Explore MN Tourism Conference in St Cloud in January. The Explore MN tourism department worked hard to better the conference, modeling it after Wisconsin's very successful conference. The new ad campaign was kicked off. Sheryl will provide a written report to the Chamber Office.

ADJOURNMENT

Motion to adjourn was made by Mark Berthelsen and seconded by Curt Swanson. The meeting was adjourned.