

**Greater Stillwater Chamber of Commerce
Board Meeting Minutes
Tuesday, January 10, 2006
Lake Elmo Bank, Lake Elmo**

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, Doris Karls, Mike Johnson, Randy Gutzmann, Curt Swanson, Sheryl E. Marshall, Jennifer Severson, Kate Vicich (on behalf of Scott Zahren), Mark Berthelsen, Michelle Rose Jorgenson, Laura Domagala.

Board Members absent were Gail Pundsack and Corey Oscarson.

Agenda and Minutes: A motion was made by Curt Geissler would like to add strategic planning to agenda. Curt Swanson made a motion to approve the January agenda; Mike Johnson seconded it. Mark Berthelsen made a motion to approve December minutes and Curt Swanson seconded the motion. Both motions were passed.

2. MONTHLY REPORTS

Director's Report –Executive Director, Jennifer Severson presented the monthly Director's Report.

Welcome the three following new businesses for the month of December; Oh-Sus-Anna, Riverside Auto and Market Connection.

Jennifer has also added a new report called, "By the Numbers Report". It will give more of a summary of membership activity, visitor inquiries and open invoices for the past month. She also included a "Paid Memberships by Month" graph to give the Board a better view of the comparison of the monthly membership in recent years.

The Greater Stillwater Chamber of Commerce and East Suburban Resources (ESR) have announced their plans to partner on distribution of the Stillwater Area's Visitor's Guide in 2006. Local design firm, cre8 communications is currently wrapping up advertising sales and will be continuing working on the editorial portion of the publication in early 2006. Delivery of the 2006 Visitor's Guide is expected in late March. Curt mentioned that he and Jennifer will be looking at QuickBooks to review it is the proper data process for the Chamber. Touched on the Wake Ups and Mixer postcard

Financial Report:	<u>Actual</u>	<u>Prior Year</u>
Income from operations YTD	240,223	221,731
Expenses YTD	222,330	217,315
Membership YTD	99,052	90,226

Historic District – Scott Zahren submitted the Historic District Report for December (see attached).

Lake Elmo - Michael Johnson submitted Lake Elmo Connect 2006 Schedule for review (see attached). Mike Johnson discussed participation in Lake Elmo Connect upcoming events and encouraged involvement.

Marketing - Sheryl E. Marshall met with Jammi Hansen Blair to discuss options of where to hold upcoming golf outing. There are three courses that were brought to the table for discussion amongst the Board. Stillwater Country Club was recommended as the best avenue for the event. There was also discussion for looking into other golf courses in the four surrounding communities to allow each city to be involved.

3. NEW BUSINESS

Board Member List - Curt Geissler asked that a Board Member Master list be created including, when elected and how long each individual has been on the board. Jennifer will follow-up.

2006 Board Meeting Schedule – Executive Director, Jennifer Severson presented a draft of the 2006 Board Meeting Schedule. Each location was contacted which resulted in a great response, suggesting they would be happy to host our meeting and would like to do so in the future. There was discussion on other places to host. Stillwater School District, Lakeview Hospital and the Andiamo as possibilities for Chamber Board Meetings.

2006 Strategic Planning Process – Curt Geissler presented his thoughts in creating a survey to be sent to members to get feedback on the Chamber, how the Chamber could assist businesses more, changes that members feel are needed and what exactly do these businesses get from the Chamber itself. There was discussion on who would lead the process with a \$500 budget, a facilitator or Board member. The Board agreed a facilitator would be best. The tentative date to start the strategic planning process will be late February or early March. Curt Geissler requested an email from Jennifer regarding the dates to meet. Discussion began regarding when and where the meeting would be. Randy Gutzmann made a motion to pursue a strategic planning meeting, Curt Swanson seconded the motion. Motion was passed.

4. OLD BUSINESS

CVB Discussion – Sheryl E. Marshall presented the CVB discussion. Curt Geissler brought forth the idea to include in the membership survey the CVB role in the chamber or the city? Should the Chamber support it or not? There was considerable discussion on handing off the CVB decision to lodging in Stillwater only or given to the Stillwater City Council. Curt Swanson suggested doing a budget to establish the costs involved with the CVB. Curt Geissler suggested having an ad-hoc committee established to process the CVB tax to get a resolution and to also go to City Councils in other towns, Oak Park Heights and Lake Elmo to get their input if they have a CVB tax as well. Mark Berthelesen motioned to pass all suggestions. Curt Swanson seconded the motion. Motion was passed.

Bylaw Recommendations – Gail Pundsack had the necessary information to go forward and was absent at the meeting. Jennifer Severson will compile the necessary information, e-mail Board members for additional suggestions and set up a bylaws meeting. Curt Geissler motioned to table for one month. Curt Swanson seconded the motion. Motion was passed.

5. ADJOURNMENT

Motion to adjourn was made by Mark Berthelesen and seconded by Curt Swanson. Meeting was adjourned.