

**Greater Stillwater Chamber of Commerce
Board Meeting Minutes
Tuesday, July 11, 2006
Jerry Brown's Tree House, 6365 Pecan Avenue North, Stillwater**

1. CALL TO ORDER

The meeting was called to order by Curt Geissler.

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

Board members absent were: Randy Gutzmann, Doris Karls, and Curt Swanson.

Agenda and Minutes: Curt Geissler made an addition to the July agenda to have Zanny Johnson speak on the "Art in the Park" event coming next month. Mark Berthelesen made a motion to approve July agenda. Mike Johnson seconded the motion. The motion was passed to approve the July agenda. June minutes were mistakenly omitted from Board packet. Approval of the minutes was be tabled until the next meeting.

2. MONTHLY REPORTS:

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

Highlights – Strategic Plan Implementation – During the month of August, Jennifer plans to target eight (possibly underserved) focus groups for their opinions on our strategic plan action items. Focus groups will be asked various questions based on the services provided by the Chamber. Members will be invited to the session they best identify with. Jennifer is looking for feedback and asked board members to please share their thoughts and ideas with her. Member Services are working on discussing various projects and topics with both the Ambassadors and Member Services Leadership Team. The Members First program will launch in July following completion of printed materials. Jennifer has been researching two options for member management software with a web-based package. The new resident bags were a huge hit. The success allows for the opportunity to turn this into a new program for Member Services. The professional women's group, with Dana Erickson and 20 other women, is really taking shape. The group has expressed interest in becoming a Chamber committee. The CVB task force has made two solid steps forward on the CVB topic. The goal is to develop three CVB models for members to review and comment: 1) separate the CVB, 2) Chamber-managed CVB and 3) a CVB that shares administrative resources with the Chamber.

Financial Report: (see attached)	<u>Actual</u>	<u>Prior Year</u>
Income from operations YTD	158,517	148,702
Expenses YTD	68,014	66,914
Membership YTD	61,670	68,564

The Visitor Guides appear to be a success, netting over \$4,000 in income. Summer Tuesdays has outpaced budget for Gross & Net revenues substantially, as well as more than doubling net revenue over 2005. The Spring Art Fair is \$7,500 over budget and 2005 revenue with an estimated \$2,000 yet to be received. Membership is \$6,000 over budget but still lagging 2005 by \$7,000. This gap is closing. Operating expenses remain constant and within budget. Labor expenses need to be distributed among committees; this will be completed by the August board meeting. Net revenues are at \$59,830, which is \$21,500 over 2005.

Written Committee Reports: No written reports were submitted.

Verbal reports:

Patsy Rollwagen (Member Services) – Patsy brought forth discussion on the new member orientation. Suggestions were made on having a board member visit new members after they join and to alternate board members as a possibility. The Ambassadors are starting to gather a plan to do thank yous and new member packets. Patsy Rollwagen discussed the idea of a quarterly new member orientation.

Mike Johnson (Lake Elmo Committee) – Mike spoke about the Lake Elmo Connect Luncheon at Gorman’s Restaurant on June 8, 2006. Doris Karls with the Stillwater Area Schools and Mayor Dean Johnston spoke on the proposed family community center in Lake Elmo. The site is anticipated to begin next month. The next Lake Elmo Connect / Mixer will be held at Zignego Agency on July 13, 2006 from 5:30 – 7 30 p.m.

Mark Berthelsen (Bayport Committee) – Mark is busy working on Bayport Derby Days, which is scheduled for September 15 - 16, 2006.

3. CONSENT AGENDA

New Policies – Mike Johnson made a motion to approve the Committee Policy and Conflict of Interest. Scott Zahren seconded the motion. Curt Geissler called for a vote among the Board. The vote was unanimous in favor of passing both policies.

4. UNFINISHED BUSINESS

Adoption of Proposed Bylaw Changes and Follow-up - Mark Berthelsen made a motion to approve the bylaw changes. Michelle Rose Jorgenson seconded the motion. Curt Geissler called for a vote among the Board. The motion was passed to approve proposed bylaws.

5. NEW BUSINESS

St. Croix Boom Site Rest Area Closure – The restoration to the Boom Site has not made any significant progress. Andrew Junker has been trying to recruit volunteers to assist him in his efforts to get some support from either Washington County or the Minnesota Department of Transportation. Kendra spoke with Mike Polehna from Washington County Parks and his response was that the parks commission has no interest in the up-keep of the site. Discussion ensued about having the Chamber become part of the effort. The decision was made that the Chamber will not take any action on the boomsite.

Art Fair Event Advisory Group – Jennifer Severson submitted draft proposal. Board members are asked to review and send feedback to Jennifer. Dave Eckberg with St. Croix Events is supportive.

Art in the Park – Zanny Johnson announced that Friends of Stillwater Parks and ArtReach Alliance are sponsoring “Art in the Park” at Pioneer Park taking place August 20, 2006. They are in need of volunteers from

2-5 p.m. If anyone is interested or know anyone who would be willing to volunteer, please contact ArtReach Alliance or Friends of Stillwater Parks.

“Beat the Board” – Sheryl E-Marshall with the Golf Committee brought forth the putting green fund-raiser and asked the Board if they would like to participate as part of a board competition. Everyone was asked to contact Sheryl if interested.

5. Adjournment

Motion to adjourn was made by Patsy Rollwagen. Michelle Rose Jorgenson seconded the motion. Meeting was adjourned.