

**Greater Stillwater Chamber of Commerce
Board Meeting Minutes
Tuesday, June 13, 2006
St. Croix National Golf Course, Somerset, WI**

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, Curt Swanson and Laura Domagala.

Board members absent were: Michelle Rose Jorgenson, Randy Gutzmann, Patsy Rollwagen, Doris Karls, Scott Zahren and Gail Pundsack.

Agenda and Minutes: Mike Johnson made a motion to approve the June Agenda. Sheryl E-Marshall seconded the motion. Mark Berthelsen made a motion to approve the May Board Minutes. 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 (see attached).

Highlights – Jennifer Severson attended the U.S. Chamber Institute in Madison, Wisconsin over the past week. Jennifer reported that her experience was wonderful and she received many good ideas! The Winter Activity Explore MN Grant has been awarded. There was discussion regarding members who are over 120 days plus in past due membership fees Board members were asked if they had personal contact with any of them to see if they are still wanting to be a member. Jennifer will be attending a meeting with the Member Services Leadership Team at the end of the week to determine what the committee can do to help enhance return on investment. Jennifer Severson and the summer intern, Kendra Lynch have started a communications audit.

Financial Report: (see attached)	<u>Actual</u>	<u>Prior Year</u>
Income from operations YTD	\$109,995	\$133,779
Expenses YTD	\$ 52,750	\$ 58,775
Membership YTD	\$ 49,245	\$ 68,564

Highlights – Curt Swanson reported there is over \$17,000 in a money market account that has gone untouched for eight months. Curt Swanson has also switched a few accounts over to make the balance sheet much easier to read. Curt Swanson also wanted to point out the Profit and Loss section under the Historic District – the gross revenue is down compared to the budget as well as in the previous year, but is not reflective of revenue in the past. Foley, Kalseim & Co., Ltd. was brought forth by Curt Swanson to take on the review going forward. Discussion ensued regarding the Chamber needing a full audit versus a review every other year and review each year. The decision was a review this year and an audit next year.

Written Committee Reports:

Marketing – Sheryl E-Marshall brought forth her Marketing Report. The golf sponsors have contributed \$3,500 towards the annual golf outing scheduled for September 25, 2006 at the Stillwater Country Club. Stillwater Motors is one of the major sponsors. Other sponsors may participate at several other levels available. Invitations will be going out August 1, 2006. Two more people have been added to the committee, Anne Justesen with Jennings State Bank and Patty Steele from the Stillwater Courier.

Summer Tuesdays Committee – Emily Pearson presented the Summer Tuesdays Committee report. The Summer Tuesdays postcard is being finalized to get ready for mailing next week. The music and movies have all been confirmed, as well as the vendors in the market. The market will run from 4-8 p.m., Music begins at 7:30 p.m. and movies will start at dusk. The website will be up and running under www.summertuesdays.com within the next few weeks. VIP night is scheduled for August 8, 2006 and with the board meeting being the same night we were encouraged to head downtown after the meeting to enjoy the festivities.

Bayport Committee - Mark Berthelsen informed the board of a new water treatment plant that is being built due to on-going quality control problems with the water system. Mark made an announcement of the Bayport Derby Days coming September 15-16, 2006 and has forwarded the Chamber a schedule of events for the website. Mark visited the new Inspiration development and made high recommendations stating that it is very nice, interesting, unique and wonderful. They have an upcoming celebration called, “Party in the Prairie” which will be on Saturday, June 24, 2006 from 12 – 5 p.m.

Lake Elmo Committee - Mike Johnson spoke about the Lake Elmo Connect Luncheon at Gorman’s on Thursday, June 8. At the luncheon, Doris Karls with the Stillwater Area Schools and Lake Elmo Mayor Dean Johnston spoke about the proposal for the St. Croix Community Family Center. It was a very impressive proposal and they are close to getting the land. Construction of the site could be starting as early as this fall.

3. Old Business:

Committee Policy – Discussion ensued regarding Procedure: Section 1.0 Consideration, specifically 1.2. Laura Domogala made a recommendation that it should be changed to five Chamber members in good standing versus six. Laura also suggested some of the wording is not clear and concise enough and should be changed. Considerable discussion was had regarding 4.0 Composition particularly being on a committee and needing to be a Chamber member. The idea of passing this policy to chamber members via the ChamberNEWS was brought forth by Mark Berthelsen. After discussion and changes, item was tabled due to lack of quorum.

Conflict of Interest Policy – Curt Geissler asked Laura Domagala if she could provide a legal opinion of the contract of if Eckberg, Lammers was related to Dave Eckberg of St. Croix Events or if they have any ties to each other. Laura Domagala explained they are not one in the same and there is no conflict of interest. This led to discussing the contract that the Chamber has with St. Croix Events regarding the Rivertown Art Fair. Laura Domagala highly recommended renegotiating the contract. Based on agreement of the Board that this report needs more consideration, it will be tabled until next meeting.

4. New Business:

Adoption of Proposed By Laws – Jennifer Severson reported we received enough By Law ballots to make a quorum in passing the By Law changes. Recommendations were made to celebrate the passing of the By Laws at our next board meeting.

Ad Hoc Committee Appointment: Office Redesign – Jennifer brought forth making the final decision to have Michelle Rose Jorgensen be the designer to aid in the remodeling of the chamber office. Curt Geissler decided she is the right person for the job and approved for her to start in the planning process.

2006 Rivertown Art Festival Report – In Randy Gutzmann's absence, the Art Festival recap will be discussed at an upcoming board meeting.

Strategic Planning – Jennifer Severson brought forth a plan for her 2006 Incentive Goals. Curt Geissler decided for the chamber board to look it over and discuss at next chamber board meeting.

Lowell Park fund – Curt Swanson and Jennifer Severson have been discussing options with the Lowell Park fund that has been sitting stagnant for two years now. Further discussion on this subject will be discussed at an upcoming board meeting.

St. Croix Boom Site Rest Area Closure – Kendra Lynch brought forth her report on the Boom Site closure. The site has been closed since May 15, 2006 because of the trash, graffiti and human waste. It will be closed indefinitely until the Minnesota Department of Transportation finds someone to clean the site and maintain the facility. Andrew Junker is trying to raise \$35,000 to have it open again before July 1, 2006. Jennifer Severson will talk to Mike Polehna about the details about getting it opened again. Sheryl E-Marshall suggested talking to Kristin Klemmestrud with Savories Bistro to help with the historic site. This subject will be added that to the agenda at the next Historic District meeting to discuss the possibility of the Historic District adopting the project.

2007 Highway 36 Closure – Kendra Lynch brought forth her report on the closure. It was understood that the closing saves 3.5 million by closing it completely. There is really no reason to be concerned about the traffic around the area. Suggestions were made to put an article in next year's Visitor's Guide regarding the closure.

5. Adjournment

Motion to adjourn was made by Mark Berthelsen. Curt Swanson seconded the motion. Meeting was adjourned.