

**Greater Stillwater Chamber of Commerce
Board Meeting Minutes
Tuesday, May 9, 2006
Wildwood Lodge, 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, Jennifer Severson, Scott Zahren, Mike Johnson, Randy Gutzmann, Patsy Rollwagen, Mark Berthelsen, Doris Karls, Gail Pundsack and Sheryl E-Marshall.

Board members absent were: Curt Swanson and Michelle Rose Jorgenson.

Agenda and Minutes: Curt Geissler made a motion to approve the May agenda. Mike Johnson seconded the motion. The motion was passed. Curt Geissler made a motion to approve April minutes. Doris Karls seconded the motion. The motion was passed.

2. MONTHLY REPORTS:

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

Highlights – There has been quite a bit of activity on the member services area. We implemented some of the ideas to the after hours mixer, mentioned the gathering on May 23. The Job Fair brought over 300 students and seven businesses participated. Jennifer attended the Mid-American Chamber Executives Conference in April. A report will be coming highlighting the event. Jennifer received a \$500 scholarship for the US Chamber of Institute. The Explore Minnesota Television will be coming to Stillwater to shoot a video spotlighting Stillwater.

Financial Report: (see attached)	<u>Actual</u>	<u>Prior Year</u>
Income from operations YTD	86,426	100,789
Expenses YTD	53,611	75,570
Membership YTD	42,600	44,304

This years Leo Neuman has completed taxes. Jennifer Severson brought forth the idea to consider doing a Request For Proposal to find another accountant. Foley, Kalseim has done work for the Chamber before and has done a very good job. Jennifer Severson will put together a proposal for 2007.

Written Committee Reports:

Marketing – Sheryl E-Marshall presented the monthly Marketing Report.

Highlights – The Power of Tourism Luncheon is scheduled for Tuesday, May 16, 2006 aboard the St. Croix Boat & Packet riverboat cruises. John Edman with the Minnesota Department of Tourism is the scheduled

speaker. A grant has been applied to promote the first quarter of 2007 season, "Cold Feet, Warm Heart". The grant application is for \$4,800 + our share of \$7,200 to equal \$12,000 campaign. The target market will be Iowa, Wisconsin, North Dakota and South Dakota. The age range is 40+ with an income level of \$100,000+. Jennifer Severson is working with Nelson-Anderson on the promotional piece. For the Lumberjack Days Pancake Breakfast, it was the consensus of the group that this is a project better suited for the Ambassadors Committee. The Greater Stillwater Chamber of Commerce Golf Tournament has secured a \$3,500 – 5 year "Partner" sponsorship with Stillwater Motors, with DJ Raduenz seated on the committee. A portable, reusable sign is needed to recognize sponsors at events such as Mixers, Luncheons and Wake Ups.

Community Reports:

Stillwater - Randy Gutzmann discussed the upcoming Rivertown Art Fair. There are 210 artists scheduled for the event. He raised a concern about being on the north side of the park with the St. Croix River rising. He will discuss with the parks commission in 2007 about staying on the south end. Randy also suggested the Chamber and St Croix Events working closer together in the coming years.

Lake Elmo – Mike Johnson discussed the mixer that was held at Thrivent Financial in Lake Elmo. It was a great turn out. He also wanted to remind everyone of the next Lake Elmo Connect Luncheon scheduled for Thursday, May 11, 2006 at Gorman's Restaurant in Lake Elmo. Mike Pohlana with the Washington County Parks and member of the City Council is the guest speaker.

3. Old Business:

Board Member Action - A letter was sent to Corey Oscarson to move forward with his resignation if he does not respond. At this point, he has not responded. Curt Geissler made motion to remove Corey Oscarson from the Chamber Board. Scott Zahren seconded the motion. The motion was passed.

Incentive Goals – Mark Berthelsen made a motion for approval. Randy Gutzmann seconded the motion. The motion was passed to approve Jennifer's incentive goals for 2006.

4. New Business:

New Policies:

Committee Policy & Conflict of Interest Policy – Considerable discussion was brought forth on the Committee Policy and the Conflict of Interest Policy. Curt Geissler proposed the option to take both policy reports, read them over and discuss next month or to approve at today's meeting. Doris Karls suggested the Board take the time to read them over and discuss at next month's meeting.

By Laws – Jennifer Severson is putting together a mailing with a By Law Ballot for membership review of the proposed By Laws.

Membership Meeting – The Membership Meeting will take place at Family Means on Wednesday, May 31, 2006 at 5:30 p.m. Curt Geissler brought forth the idea to have it at another location to accommodate a social after the meeting. Jennifer Severson will work on another location for the meeting. The Board was unanimous to have it at another location. Patsy Rollwagen will pursue efforts to find a sponsor for the event.

Board Vacancies: The Chamber Board is seeking a member for the Oak Park Heights and Stillwater committee. Gail Pundsack is the only member on the Board that is represented in Oak Park Heights and she agreed to Chair for the Oak Park Heights Committee. Randy Gutzmann agreed to be the Stillwater Committee

member. Curt Geissler made a motion to approve both nominations. The Board unanimously agreed on both nominations.

Announcements – The Greater Stillwater Chamber office will now be open on Saturdays from 10 a.m. to 4 p.m. The office will be open on Sundays from 11 a.m. to 3 p.m. when one of our larger events occur.

5. Adjournment

Motion to adjourn was made by Mark Berthelsen. Scott Zahren seconded the motion. Meeting was adjourned.