

**Greater Stillwater Chamber of Commerce  
Board Meeting Minutes  
Tuesday, November 14, 2006  
Croixdale, 750 North Hwy. 95, Bayport**

**1. CALL TO ORDER**

**The meeting was called to order by Curt Geissler.**

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

**Board members absent were:** Patsy Rollwagen

**Approval of Board minutes** - Mark Berthelsen made a motion to approve September and October Board meeting minutes. Scott Zahren seconded the motion. September and October Board minutes were approved.

**2. MONTHLY REPORTS:**

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

**Highlights** – There are 45 women in the Professional Women's Group, which continues to gain momentum. Jennifer met with the Valley Ridge Merchants Association to specify the kiosk details so materials can be ordered. They also discussed determining membership rates for each mall business. Jennifer met with City Planner, Mike Pogge to discuss details of 2007 art fair contracts. Scott Zahren asked if there was discussion regarding selling wine at those events to help boost attendance. Jennifer and Angie are continuing to collect on open invoices by making follow-up calls to businesses and faxing over statements. Due to the time of year, the inquiries have started dropping, but not too bad.

**New Member Approval** – Mark Berthelsen made a motion to approve new members. Curt Swanson seconded the motion. New members were approved.

<b>Financial Report:</b> (see attached)	<u>Actual</u>	<u>Prior Year</u>
Income from operations YTD	217,417	187,951
Expenses YTD	127,422	113,710
Membership YTD	76,043	85,949

**2005 Financial Review by Foley Kalseim and Company** - Our concern is providing the most benefit to our members without administrative overhead, being consistent with last year. Copies will be made of the review to Board members for approval at next month's meeting.

**Highlights** - Cash has become a little tighter. Curt Swanson and Jennifer Severson will be doing some cash flow management planning for 2007 for the slow season. Curt Swanson will eliminate the monthly reports

going forward and stay with the year-to-date report for the Board meetings. The three main areas that are lower than budget from the previous year are Membership, Summer Tuesdays, due to the purchase of the stage and postage.

Discussion ensued regarding gaining more revenue towards the Chamber. The idea was brought forth of having a sponsor each week in the ChamberNEWS email. Jennifer Severson mentioned the Stillwater Gazette will aid in sponsorship ideas. There are also projects such as the snowflakes and the flower pots that need to be turned over to the City of Stillwater or possibly having a business sponsor the projects each year.

**Written Committee Reports:** No committee reports were presented.

**Marketing Report** – No report at this time.

### **Community Reports:**

**Bayport – Mark Berthelsen** – Mark Berthelsen is now the President of the Bayport Community Action League, which is group compiled of independent citizens of Bayport. Mark Berthelsen is going to work towards the group becoming a member of the Chamber. Their next project is on Thursday, December 7, with the lighting of the village green. Dave Weiss will host story hour and Santa will be coming through town on the fire truck.

**Lake Elmo** – Nothing to report at this time.

**Stillwater – Scott Zahren** – Nothing to report at this time.

**Oak Park Heights – Gail Pundsack** – Nothing to report at this time.

**Unfinished business** –

**2007 Board Meeting Schedule** – Laura Domagala made a motion to change the Board Meeting time from 5:30 – 7 p.m. to 4:30 – 6 p.m. for the 2007 calendar year. Scott Zahren seconded the motion. The motion was passed.

**2006 Goals: Dashboard Report** – This report is to be read through for now and kept on-hand for a resource of milestones the chamber has accomplished. This report will be mailed with chamber member invoices to show what the chamber is doing for their business and will continue to strive to accomplish. The board will meet after the last board meeting for 2006 to re-evaluate the strategic plan for 2007.

**US Chamber Accreditation Self-Analysis Survey** – The Board is to review the highlighted areas for discussion at January 2007 board meeting. Each Board member will go through the analysis, add ideas and comments for each point that needs to be addressed. The Board is to bring their feedback prior to the strategic planning meeting.

**New Business** –

### **2006 Capstone Projects:**

**Resident's Guide** – The Chamber has signed their agreement with the Stillwater Courier and Rivertown Newspaper Group. The guide will be going to over 25,000 businesses and residences in our area. It will be full of resourceful information for new residents as well. It is also a great opportunity for businesses to relate with

the non-visitor area. It is expected to be delivered in mid-February. As a Chamber, we endorse it as a benefit, being a revenue generator with 15% of each ad sold.

**Gift Card Program** – In the past year, the Chamber has sold a little over \$23,000 in chamber dollars with 185 checks in 2005. The benefits for the gift card program are consumers are comfortable with this form of gifts, it will be accepted at enrolled Chamber member businesses only, Randy Raduenz has offered his artwork for the cards, electronic reporting and tracking (overall or by merchant) and easier to administer overall.

**Members First Affinity Program** – This program offers member to member discounts in these categories: Advertising and Marketing, Office Products and Insurance. Members First is a significant tool for return on investment as a Chamber member.

**Changes in Local Elected Officials** – This is a review of the local seat changes for the Greater Stillwater area.

**Board & Officer Election Timeline** – There are two seats available on the Board. Doris Karls will not be continuing her position as Secretary. Michelle Rose Jorgensen, as Past President and Gail Pundsack, as Oak Park Heights committee has voiced they would like to stay on the board. Nominating committee has been formed and will be reviewing questionnaire.

**Holiday Open House** – Jennifer Severson has emailed all Chamber members the opportunity to host the holiday open house. The following members have voiced they are interested in hosting: The Outing Lodge at Pine Point, BT Doyle's Rib Joint and The Chestnut Building. There was also an idea of having a progressive open house in the historic district. The two dates of December 7 and December 14 was brought to the Board for any schedule conflicts. December 14 is the date of choice with the least amount of conflicts.

## **5. Adjournment**

Motion to adjourn was made by Scott Zahren. Laura Domagala seconded the motion. Meeting was adjourned.