

**Greater Stillwater Chamber of Commerce
Board Meeting Minutes
Tuesday, October 10, 2006
Arcola Mills Historic Foundation, 12905 Arcola Trail N., Stillwater**

Due to lack of quorum, no motions were made at this meeting.

Resident's Guide Proposal - David Hinson with Stillwater Courier/Lake Elmo Leader gave his presentation on the 2007 Resident's guide being in conjunction with the Chamber. Doris Karls brought forth her idea adding a web-based site with the availability to update as needed. With the 2007 Resident Guide the Chamber will be able to promote tourism as well as marketing through the residence guide. The Chamber is striving towards being the business focal point for the Greater Stillwater area. Discussion was regarding how it would benefit Chamber members and what can we do to improve the resident guide as more of a resource material. The Board's major concern was for this publication to adhere to the Greater Stillwater area. A focus group will be formed to discuss the 2007 Resident's guide. A decision on this matter will be held over for next meeting.

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, Gail Pundsack, Curt Swanson, Doris Karls and Sheryl E-Marshall.

Board members absent were: Mark Berthelsen, Patsy Rollwagen, Laura Domagala, Mike Johnson, Michelle Rose Jorgensen, and Scott Zahren.

Approval of October Agenda/Approval of September Minutes – Due to lack of quorum, approval of October Agenda and September Minutes will be tabled to the next Executive Board Meeting.

2. MONTHLY REPORTS:

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

Highlights – Fall Colors Fine Art and Jazz Festival was a huge success. The change of venue was well received with very positive artist feedback. The Chamber is looking forward to staying in that location for years to follow. The Chamber hosted a business development seminar titled, "5 Steps to Super Profits" with Chamber member, Jon O'Malley on Wednesday, September 13, at the Water Street Inn. The event was a great success, with 26 participants (2 non-Chamber members). This is a good indicator of the need to educational seminars. The Chamber is working with three companies to develop proposals for our Gift Card Program in place of Chamber dollars. The Professional Women's Group has decided to become an official Chamber committee. The Valley Ridge Mall has agreed to purchase the satellite Chamber kiosk. In order to allow all Valley Ridge mall stores to participate, the merchant's association will pay the dues of all stores that are not currently members. The Golf outing was a great success. Attendees had a great time and initial numbers show approximately \$10,000 profit. The Members First program kickoff will be the last week in October. Sheryl E-Marshall with PressEnter! made the offer to have a website link to the member's first program. Presentations were made at Explore MN Cultural Heritage Tourism Summit. Over 200 tourism-related officials from around the state participated.

New member approval – New member approval cannot be made due to lack of quorum.

Financial Report: (see attached)	<u>Actual</u>	<u>Prior Year</u>
Income from operations YTD	212,050	177,144
Expenses YTD	112,955	102,225
Membership YTD	70,583	77,353

Highlights – The golf tournament provided some large financial returns this year. Budget was a gain of \$7,500 and actual was \$11,900. Actual gains through September 2006 is almost \$10,000 over last year. Cash flow is softening at this point of the year. There is a cushion available to float the Chamber.

Written Committee Reports:

Marketing Report – Sheryl E-Marshall – The Winter promotion, “Cold Feet, Warm Heart” is working on the planning committee to define a sponsorship level and possible activities and events. The Minnesota Travel Show will be November 11 & 12, 2006. Jennifer Severson and Sheryl E-Marshall will be at a display booth at the event.

Community Reports:

Bayport – Mark Berthelsen – absent

Lake Elmo – Mike Johnson – absent

Stillwater – Scott Zahren - absent

Oak Park Heights – Gail Pundsack – There is nothing to report at this time.

Unfinished business –

Nominating committee – Gail Pundsack has an interested member for the Oak Park Heights nominating committee, Tiki Oswald of the AmericInn Lodge & Suites. The Board will need to solidify the Lake Elmo nominating committee. This will be tabled for next Board meeting.

2007 Board Meeting Schedule – Based on the results of the Board evaluation on changing the meeting time, left more room for discussion. Curt Geissler advised to the Board make a decision between moving the meeting from 3:30 – 5 or 5:30 – 7pm. This topic will be held over for next Board meeting.

Election Year Advocacy/Promotions – Jennifer Severson has composed a letter to all Chamber members that outlines resources available for the upcoming election. The emphasis is on encouraging everyone to exercise your political freedoms and get out and vote. Jennifer included many organizations to use as a resource.

Annual Meeting – Per Executive Board suggestion, the Chamber has been working with the Stillwater Public Library as our site for our annual meeting. The suggestion was brought forth the possibility of introducing the new Board at that meeting. Angie Tremblay will send out an email to Board members on their selection for the date.

New Business –

Resident's Guide Proposal – see presentation and discussion above.

2006 Goals: Dashboard Report/U.S. Chamber Accreditation Survey – These two pieces are very helpful for our evaluation of what we have done going forward. There are only ten Chambers in the state of Minnesota that are accredited and Stillwater should be one of them. The Board will complete the self evaluation and use it for the strategic plan for 2007. Angie Tremblay will email the survey to Board members.

Gift Card Program – Jennifer Severson and Curt Swanson will be reviewing all three companies and crunch numbers to make a decision on which would be the best fit for the Chamber.

Curt Geissler – The Stillwater Rotary has requested a \$500 donation for a variety of sources for next year's visit from the Russian delegation. Transportation was a major concern and costly to all. The Board will consider donating it to aid in the event.

5. Adjournment

Motion to adjourn was made by Curt Swanson motioned to adjourn. Doris Karls seconded the motion. Meeting was adjourned.