

**Greater Stillwater Chamber of Commerce
Board Meeting Minutes
Tuesday, September 12, 2006
Croixdale, 750 North Hwy. 95, Bayport**

1. CALL TO ORDER

The meeting was called to order by Curt Swanson.

Roll call was taken by Doris Karls. Board members present were Jennifer Severson, Mark Berthelsen, Laura Domagala, Patsy Rollwagen, Gail Pundsack, Curt Swanson, Scott Zahren, Sheryl E-Marshall and Michelle Rose Jorgensen.

Board members absent were: Curt Geissler and Mike Johnson.

2. MONTHLY REPORTS:

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

Highlights – Representatives from the Stillwater Courier and Lake Elmo Leader brought forward their ideas on co-branding and development of a Chamber resident and relocation guide. A formal proposal is being developed. Doris Karls expressed her concerns with printed material being the “final copy” and with the ever changing St. Croix area, her suggestion was to have information on a website that is consistently updated. Sheryl E-Marshall also brought forth the conflict between Press Publications being involved with their St. Croix Valley relocation guide as well. Jennifer Severson will research the concerns and bring forth a final proposal at the next Board meeting. The Chamber held their first New Member Orientation on August 17, at Northern Vineyards. The response was very positive. The plan is to hold quarterly New Member Orientation meetings going forward with the next meeting in November. The Chamber along with Chamber member, Jon O'Malley is hosting a business development seminar titled “5 Steps to Super Profits”. It will be a good test for our educational programming ventures. Jennifer Severson is planning on meeting with Steve Hazel of Co-Card, a gift card company, to discuss Chamber Dollars solution. The projection is to have a new system in place before the holiday season. Jennifer Severson and Patsy Rollwagen viewed a new software demonstration with Chamber Master on August 30. Recommendation will be coming next month or with the 2007 budget. Professional Women's Group continues to have growing participation. The group will be voting on whether or not to pursue Chamber committee status. Pros and cons were presented at the last meeting on September 8. Laura Domagala made a suggestion to volunteer to be the group's liaison.

New member approval: Doris Karls moved to approve new members for the month of August. Michelle Rose Jorgensen seconded the motion. All new members for the month of August were approved.

Financial Report: (see attached)	<u>Actual</u>	<u>Prior Year</u>
Income from operations YTD	189,906	173,376
Expenses YTD	159,889	147,052
Membership YTD	66,858	77,353

Highlights - The Chamber is still doing very well on cash flow. The total program areas without golf tournament revenue is short \$4,100 or 2.15% and is even to 2005. The operating expenses are within \$500 of budget but this will probably change when some of the office remodel and technology upgrades occur.

Written Committee Reports:

Marketing Report: Sheryl E-Marshall reported there are over 100 golfers and 23 hole sponsorships for the upcoming Chamber Golf Outing scheduled for Monday, September 25. The Twin Cities Travel Show was accepted to attend with the cost reduction of \$625 and pursue membership sponsorship to cover expenses of attending the show next year. The idea is to market Stillwater as a destination point.

Community Reports:

Bayport – Mark Berthelsen: Derby Days is this Friday and Saturday, September 15 & 16. There will be many fun activities for the whole family to enjoy!

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

Unfinished business –

Board Job Description - Doris Karls made a motion to approve the Board Job Description. Sheryl E-Marshall seconded the motion. The motion was passed.

Nominating Committee Appointments – The Nominating committee is required to have four members on the committee representing each city of the Greater Stillwater Chamber of Commerce. Mark Berthelsen will be representing Bayport. At the present time Mike Johnson taken another job in Minneapolis and will be unable to represent Lake Elmo. Laura Domagala recommended Dana Erickson with Thrivent Financial to represent Lake Elmo. Scott Zahren accepted the Stillwater representation. Gail Pundsack will compile some names to represent Oak Park Heights. The finalization of the Nominating Committee will take place at next Board meeting.

New Business –

Listening Session Results – Jennifer Severson reported a smaller attendance but had very positive feedback from everyone. The major themes in each category were very well received and will serve as action items going forward and continue to view them as a resource.

Second Reading: Political Candidate Endorsement Policy – At the last Board meeting, a recommendation was made to have each policy as an individual. Jennifer Severson made revisions to each and presented them to the Board. Laura Domagala made motion to pass both the Political Candidate Endorsement Policy and Political Issue Endorsement Policy as revised. Patsy Rollwagen seconded the motion. The motion passed to approve both policies.

Second Reading: Political Issue Endorsement Policy – same as above.

Election Year Advocacy/Promotions – Jennifer Severson brought forth the “get out and vote type of campaign” to promote the resources that are out there. The Chamber would like to position us as a resource as the chamber board and to promote our members to vote and take control of their political activity.

2006 Russian Delegation: The delegates are scheduled to arrive on Wednesday, September 14. This effort is coordinated with Stillwater Rotary and the Chamber is a partner in the operation. The delegates will be training five days a week and then brainstorm together an hour after each day. The Chamber will be holding two sessions for the delegates. The Community Reception Day is Tuesday, September 26 and Board members are encouraged to attend. Laura Domagala has the schedule of events and will forward on to Board members.

Technology Estimate – Jennifer Severson has been working with Weber Computer on upgrading the system in the Chamber office. Upon review of the technology estimate, Michelle Rose Jorgensen made a motion to accept the bid. Scott Zahren seconded the motion. The motion was passed to accept the technology estimate.

Budget Planning – The overview of the 2007 Budget from Jennifer Severson and Curt Swanson was given to the Board for review. Doris Karls made a recommendation to attach goals and strategies as well as how events tie each category.

2007 Board Meeting Schedule – Sheryl E-Marshall made a suggestion to alter the start time of the 2007 Board meeting. Board members will review their upcoming schedules and Jennifer Severson will send out a poll to all Board members.

5. Adjournment

Motion to adjourn was made by Curt Swanson motioned to adjourn. Scott Zahren seconded the motion. Meeting was adjourned.