



## Board Meeting Minutes | Friday, June 16, 2017

### I. Consent Agenda

- a. Quorum Establishment: Chris Chappel called the regular board meeting of the Greater Palmer Chamber of Commerce to order, with a quorum established at 8:05AM. Board members in attendance: Chris Chappel, Justin Saunders, Ailis Vann, Cassi Campbell, Anne Thomas, DanaLyn Dalrymple, Cecil Sanders, Chad Bostick, Kelly Larson, and Gordon Fletcher. Absent: Jehnifer Ehmann (excused). Staff in attendance: Ralph Renzi, Executive Director.
- b. Agenda Approval: With no new items, it was moved and seconded to approve the agenda and passed unanimously.
- c. Minutes Approval: Compliment from Ailis Vann on the minutes was appreciated. It was moved and seconded to approve the May 19, 2017, minutes. Motion passed unanimously.

II. **Persons to be Heard**: David Combs to be heard during action item; d.) golf tournament.

### III. Reports

- a. President's Report: Emailed to board, printed copies to those in attendance. Chris complimented everyone's efforts during Colony Days. Some discussion about the bed race team and briefly mentioned his attendance at the Economic Development meeting. President's report was unanimously approved.
- b. Treasurer's Report: Chad Bostick was encouraged by Tammy Bruce's management of our investment portfolio. Both Chad and Ralph were complimentary of its performance and impressed by the diversification. The portfolio is already earning positive gains. Ailis Vann, as a financial matter, asked if perhaps we should invest in permanent direction signs versus hand written signs, for Colony Days. Treasurer's report was unanimously approved.
- c. Executive Director's Report: Emailed to the board, printed copies to those in attendance. Attended ribbon cuttings, open houses and ground breaking. including Hatcher Pass B & B, Affinity Insurance Group, Mat-Su Health Foundation and Alaska Picker. Open house for Settlers Bay Urgent Care tentatively planned for July 11th at 4:30pm. New member and renewal calls were assigned. The Chamber Luncheon speaker list was updated and submitted in the director's report. DanaLyn raised a

question about the value of joint networking meetings. Cassi raised concern about how we approach overlapping/ co-sponsorship of Colony Day events. Ralph explained, while it is rare, the first sponsorship is notified. Upcoming Chamber Luncheon July, 5th featuring Miss Alaska, Gordon offered a buy one get one free for a, “bring your daughter to Chamber”, themed event. Details will be hashed out in the next three weeks. Cassi encouraged all board members to make it a priority in attending joint chamber meetings in Wasilla.

#### IV. Discussion & Action Items

- a. New/ Previous Board Member Welcome: Welcome back Justin Saunders to his new seat on the board.
- b. Website Update: Last Frontier Media Group is continuing finalization of the website. Danalyn had a few questions about beta testing the site to determine readiness. After discussion it was determined to beta test utilizing board members first and then extended testing to a few chamber members as a secondary beta test. The #ilovepalmer campaign is gaining momentum with pictures and posts growing in number. Face boards during Colony Days were a big success; very well received. In continuing to solidify the brand, more footage is needed for a promotional video to be unveiled at the annual auction. We will solicit footage from Mat-Su CVB, AK State Fair and United Way. Cecil raised cautious concerns about using drone footage for promotional materials. There are legal restrictions on the usage of footage based on the drone’s designation; commercial or individual/ non-commercial.
- c. Colony Days: First up; Cassi Campbell asked for the Information Booth to be moth balled because of the lack of usage and traffic. Gordon suggest investing in several kiosks to be placed around the Colony Days venue directing people with a large map and stocked with information packets. Ailis spoke with the city manager about expanding the designated areas from South Valley to Dahlia and closing off the road between the Depot and Pavilion for more vendors and increased public safety. Gordon raised a public safety concern over South Valley Way being open to traffic during the staging and parade. Typically the route has been protected by closing off South Valley at Blueberry. There was no shortage of discussion about logistical improvements, including some of the cook offs. David Combs asked if next year we could include the little league tournament in the schedule.
- d. Golf Tournament: David Combs misses being on the board. Teams are quickly filling up. Sponsorships are still coming in. Kelly raised a question about a two deadline approach to registering teams; one deadline for registration and a second deadline for individuals on teams. The idea is to expedite commitments and registration fees without the pressure of knowing which individuals will make up the teams. Our goal is as always to have a maxed out event consisting of 25 teams but David is confident that 20 teams will generate nearly the same amount of revenue. There are still a lot of tasks to be assigned for the day of the tournament. Personnel are needed.

- e. Auction: Ailis is passionate about this event. Government Peak Chalet is booked as the venue and the focus of this year's auction is focused on experience rather than art alone. There was much discussion about these experience packages with brainstorming and new ideas. Video introductions for some of the larger packages would be beneficial in selling them. Fox Run has been awarded the catering for this event and Ailis would like to ensure locally sourced food is used to enhance the local experience feel of the event. Chad raised a few questions about transportation; these items to be fleshed out during auction committee meeting.

V. **Next Board Meeting:** July, 21 2017

VI. **Adjournment:** There being no further business to address, it was moved and approved to adjourn the meeting at 9:35 AM. Motion passed unanimously.

**Round Table**

Humbly submitted:



Gordon N. Fletcher Jr.  
Secretary