



## Board Meeting Minutes | Friday, June 17, 2016

### I. Consent Agenda

- a. Quorum Establishment: Cassi Campbell called the regular board meeting of the Greater Palmer Chamber of Commerce to order, with a quorum established at 8:11AM. Board members in attendance: Cassi Campbell, Chris Chappel, Jackie Endsley, Jehnifer Ehmann, Cecil Sanders, Gordon Fletcher, Kelly Larson. Excused: DanaLyn Dalrymple, Justin Saunders, Lorali Simon, and Ailis Vann. Staff in attendance: Ralph Renzi, Executive Director.
- b. Agenda Approval: Amended to add under Discussion & Action Items, g) Local Awards for Palmer Pride, and h) Downtown Merchants. It was moved and seconded to approve the agenda as amended. Motion passed unanimously.
- c. Minutes Approval: It was moved and seconded to approve the May 20, 2016 minutes as written. Motion passed unanimously.

### II. Persons to be Heard: None.

### III. Reports

- a. President's Report: Discussed the new, 2016 Ford Focus that will be displayed at the Hole in One hole at the golf tournament. Kendall Ford arranged it with Ralph, who took care of the paperwork. Kendall Ford became members in the process. Cassi thanked everyone for their hard work on Colony Days, as it was a great success.
- b. Treasurer's Report: Emailed to board, printed copies to those in attendance. Presented by Ralph. It looks good. We have a margin now, but the total does not reflect the Colony Days bills that will be due in June. It was moved and seconded to approve the Treasurer's report as presented. Motion passed unanimously.
- c. Executive Director's Report: Emailed to the board, printed copies to those in attendance. Ribbon cuttings were discussed; none are scheduled at this time. The June 22<sup>nd</sup> speaker cancelled; Ralph asked for ideas for a replacement. It was suggested to ask Andrea Fuller to speak on the Palmer Mid-Summer Garden & Art Fair, as this would show our support for this event. The speaker for the luncheon scheduled in August at the Alaska State Fair was discussed. Ralph is attempting to procure a commitment from either the Governor or Lt. Governor.

### IV. Discussion & Action Items

- a. Colony Days: Everything at Colony Days went very well this year with no major issues. Currently, the Colony Days budget is approximately \$13,000 in the black. The amount from sponsorships was the most ever collected for this event. Some ideas for improvements were discussed: Better signage and labeling for the shuttle; more

- activities in the Library parking lot; more free activities for kids; more/better utilization of the green area; move the kites back to their previous location for more participation; providing assistance for vendors in using the Square app for acceptance of credit card payments.
- b. Website and Logo Update: Cecil is unable to enlarge the only electronic version of the logo we have. Ralph will check with Kristy Bernier to see if she can help us with this issue. Kelly will put out the RFPs for the website design and will have a list for the next meeting.
  - c. Golf Tournament: Nineteen teams are confirmed so far; it is desirable to have more. We have been informed that the golf course will not close for our exclusive use, even if we provide 25 teams. Consequently, any banner posted will not make reference to the course being closed. Volunteers are still needed. People can email Ralph regarding volunteer opportunities. The Team Photo hole was discussed. Props used for pictures will be created so they can be used in the coming years. Teams were discussed: the Mat-Su Miners will be unavailable to attend the tournament; there are two hero/veteran teams; Hometown Heroes teams were advertised on Facebook. The team awards were made by Silvertip Designs.
  - d. Sponsor Structure: The discussion from the board retreat about sponsorships was recalled to the best of our memories. GPCC currently has many different levels for sponsorship that are not always consistent because of various in-kind donations, and varying dollar amounts. The need to designate actual levels in order to be fair and consistent with all of our members was discussed, as well as having sponsorship levels be clear on the website. A committee was formed to review this issue: Cecil Sanders, Cassi Campbell, Kelly Larson and Jackie Endsley. While Ralph maintains relationships with the sponsors, Kelly felt it was important for members of the board to create relationships with our sponsors as well. In this manner, the board will not lose the contacts with these sponsors, in case Ralph leaves his position.
  - e. Administrative Assistant Position: Cassi and DanaLyn worked on the job description which needs to be reviewed by Susan; it will be finalized and coordinated by Cassi and Jehn. The desired probationary training period was discussed; ideally, probation will go from October through Colony Christmas.
  - f. Auction: "Wandering Waters" came to mind as the chosen theme, however, notes from the board retreat will be reviewed to verify this. Chris will be the auction chair. The date is October 8, 2016, and the use of the Senior Center is yet to be confirmed. Cassi reviewed the auction process for the new board members. Jehn will give Chris the notes from last year's auction.
  - g. Local Awards for Palmer Pride: Cecil reviewed the options for awards. Photos with metal art frames were chosen as the format for the awards. Cassi will write a letter to accompany the awards, which will be presented at the chamber luncheon the week of Palmer Pride: July 22<sup>nd</sup>.
  - h. Downtown Merchants: This group meets once a month. Gordon has attended meetings and said the members are still evaluating their status as a group. Chamber benefits for small businesses was discussed. Gordon believes the chamber should

incorporate the Downtown Merchants into the chamber and possibly create a subgroup specifically for small businesses. The board would like a better understanding of the benefits small businesses desire. To that end, Cassi agreed to attend the next Downtown Merchants' meeting to go over our current list of benefits and possibly survey the group regarding their needs. Ideas to benefit small businesses included: Speakers and workshops pertinent to small businesses; mentorships for new or small businesses.

**V. Next Board Meeting:** July 15, 2016, The Valley Annex, 8:05 AM.

**VI. Adjournment:** There being no further business to address, it was moved and approved to adjourn the meeting at 9:36 AM.

**Round Table:** None

Respectfully submitted:



Jackie Endsley  
Secretary