



Board Meeting Minutes | Friday, July 15, 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 8:05AM. Board members in attendance: Cassi Campbell, Chris Chappel, DanaLyn Dalrymple, Justin Saunders, Lorali Simon, Ailis Vann, Jehnifer Ehmann, Gordon Fletcher. Excused: Jackie Endsley and Cecil Sanders. Absent: Kelly Larson. Staff in attendance: Ralph Renzi, Executive Director.
- b. Agenda Approval: Amended to change under Discussion & Action Items, e) Palmer on Parade to e) Beautification Awards. It was moved by and seconded to approve the agenda as amended. Motion passed unanimously.
- c. Minutes Approval: It was moved and seconded to approve the June 17, 2016 minutes as written. Motion passed unanimously.

II. Persons to be Heard: None.

III. Reports

- a. President's Report: Cassi's report was circulated in advance of the meeting and Cassi emphasized that for the second year in a row she sold an entire roll of string at the golf tournament. Cassi thanked everyone for their hard work on the golf tournament, as it was a great success.
- b. Treasurer's Report: Emailed to board, printed copies to those in attendance. Presented by Justin. It was explained that additional golf expenses were due to the number of teams in the tournament but that those expenses were covered by additional income brought in from those teams. 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. Ralph has secured a commitment from the Governor for the Alaska State Fair meeting. Ralph will get us a proposed menu to approve for that meeting. He will be going on vacation the last week of July. If there isn't more than one candidate for Palmer Mayor, the forum on 9/7/16 will be cancelled and Bill Stoltze will give a retirement presentation. It was suggested and agreed that Charlie Higgins be invited to present at the same meeting, since he is also retiring.

IV. Discussion & Action Items

- a. Website and Logo Update: Kristy Bernier is working with Ralph on vectoring the Chamber logo for Cecil to work on.

- b. Golf Tournament: We had 24 teams sign up, 23 came to the tournament. The course was closed for our tournament. There were a few teams that delayed the play so we discussed the pre-tournament meeting starting at 1:45, be at starting hole at 2:00 and have a cut-off to be finished and return for dinner and awards. Volunteers were thanked.
- c. Sponsor Structure: Cassi explained that a committee had been formed to review this issue: Cecil Sanders, Cassi Campbell, Kelly Larson and Jackie Endsley. While Ralph maintains relationships with the sponsors, it is important for members of the board to create relationships with our sponsors as well. We also discussed clarifying event sponsorships, so that Colony Christmas and Colony Days sponsors that sponsor and coordinate an event can understand what portion of their sponsorship is used for the actual event, marketing, etc.
- d. Admin Position: Cassi, Jackie and DanaLyn worked on the job description that had been updated by Ralph and Susan. We have all of the information and Cassi is putting it in publishing format. It will be presented to the membership for a week or so and then opened up to the general public. The position should be filled by October 1 so that the new person can work with Susan through the auction and Colony Christmas. Ralph and Susan are working on event continuity binders. Salary will be posted DOE. The new person will start in the next budget cycle so we can address salary budgetary issues at that time.
- e. Beautification Award: Cecil printed photos with metal art frames as the format for the awards. Cassi will write a letter to accompany the awards, which will be presented in person with an announcement and press release to be made by the Chamber. Although we have been working on this for 8 months, the timing coincides with the Mayor's beautification awards at the Palmer Pride picnic next week. We decided not to name the award but to just use it as an expression of appreciation to those investing in the community.
- f. Downtown Merchants: This group meets once a month. Cassi and Gordon attended the Downtown Merchants' meeting to go over our current list of benefits and possibly survey the group regarding their needs. It was a small meeting but they were well received. Cassi relayed our willingness to help them and work with them and asked for ideas to benefit small businesses. There was discussion about cost, a video hashtag project (proposed hashtags were: MyTown; MyPalmerFave; PalmerPeople&Places; PalmerPride; MyPalmer; BestofPalmer) where we have people introduce their favorite people and places in Palmer by video to be compiled by the Chamber with additional professional footage, breakfast meetings, 4th quarter invitations to experience Chamber at a reduced cost or as guest memberships, explaining both the tangible and intangible benefits of Chamber face-to-face, educational opportunities.
- g. Auction: "Wandering Waters" is the chosen theme. Chris will be the auction chair. The date has been changed from October 8, 2016 to the 15th, and the use of the Senior Center has been confirmed. Jehn will give Chris the notes from last year's auction. We will meet after Chamber breakfast and luncheon meetings to begin work on the auction. Kelly was designated as coordinator of the dessert auction. Justin will

confirm his schedule but tentatively agreed to be the auctioneer. Ralph will send tickets to be printed, has been in contact with previous year's artists and will send out the sponsor letters. There are 8 tickets per table.

- V. **Next Board Meeting:** August 19, 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 9:55 AM.
- VII. **Roundtable:** Meeting speaker and announcement issues were discussed. It was proposed that we draft a resolution in favor of a sewage treatment facility in the Mat-Su Valley and contact Kelsey Trimmer for more information.

Respectfully submitted:

A handwritten signature in blue ink, appearing to read 'DanaLyn Dalrymple', with a long horizontal line extending to the right.

DanaLyn Dalrymple
Past President