



Board Meeting Minutes | Friday, September 16, 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 8:07AM. Board members in attendance: Cassi Campbell, Chris Chappel, Jackie Endsley, Gordon Fletcher, Lorali Simon, DanaLyn Dalrymple, Justin Saunders, Cecil Sanders, and Ailis Vann. Excused: Jehnifer Ehmann and Kelly Larson. Staff in attendance: Ralph Renzi, Executive Director.
- b. Agenda Approval: It was moved and seconded to approve the agenda as written. Motion passed unanimously.
- c. Minutes Approval: It was moved and seconded to approve the August 19, 2016, minutes as written. Motion passed unanimously.

II. Persons to be Heard: None.

III. Reports

- a. President's Report: Cassi was very busy attending a variety of events and meetings. She shared an overview of the DOT/Alaska Railroad Meeting, "Bring Back the Tracks," on 8/25: It was a positive conversation with an interesting mix of people in attendance. They requested a chamber representative for the group, and Cassi agreed to be it. The Railroad wishes for this group to continue meeting to move forward with a plan to bring the train back into Palmer. Using the train for Colony Christmas and Colony Days was discussed; however, we would need to find sponsors to pay for it. Cassi will keep the board updated on the progress of this group. Decisions regarding train usage for CC and CD will be discussed as more information is received.
- b. Treasurer's Report: Emailed to board, printed copies to those in attendance. Presented by Justin. The budget looks good, with no issues to discuss. 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. Some date corrections were made on the schedule. Cassi noted that Ralph also helped with interviews for the Admin Assistant position, which was not listed in his report. Ribbon cuttings and luncheon speakers were discussed. Wasilla Chamber will host the joint chamber luncheon at The Grill on Tuesday, November 1st (no meeting in Palmer on Wednesday, November 2nd). Palmer Chamber will host the joint chamber luncheon at the Moose Lodge on Wednesday, November 30th. New member calls were assigned.

IV. Discussion & Action Items

- a. Website and Logo Update: We reviewed the original chamber logo which has been vectored. Two additional options, with different styles and fonts, were provided as well. The majority voted (by a show of hands) to use the newly vectored, original logo, and neither of the two new options. Font, style and expenses for the logo and website were discussed. Cecil found a non-member web designer who is very interested in submitting a proposal as soon as the RFP is released. They are willing to become a member if they are chosen. Cecil is working on the RFP.
- b. Sponsor Structure: A small group of board members met in August to review and revise the chamber's sponsor structure, with the goal of assuring that sponsors are properly recognized based on the size of their financial support of the chamber. With this in mind, new levels and categories, with corresponding methods of recognition, are being created and/or revised. The revised sponsor structure will be unveiled at the November 9th luncheon when the chamber board will be the keynote speakers to review chamber benefits with our members. There will be no meeting fee that day in an

effort to encourage attendance. Our goal is to show sponsors the value of their sponsorships, and to show the membership the overall benefits of joining our organization. Ralph will still maintain the authority to negotiate the terms of sponsorships, and will work on this so it can be further discussed at the October meeting.

- c. Admin. Position Update: There was a wide array of 21 applicants; seven were interviewed; three were chosen as the final candidates. Ralph and Cassi conducted the interviews and reviewed the results with the board, and explained the reasons for their choices. The salary range was discussed. The final interviews are scheduled for Monday, September 19th.
- d. Downtown Merchants Update: There have been no meetings for two months. Based on the number of small businesses that are already chamber members, we will not institute special rates for small businesses as we feel our rates are reasonable for the benefits received. We hope to better communicate these benefits to small businesses, using our keynote meeting as our jumping board. The board will continue to keep the conversation open with this group of businesses.
- e. Investment Options: The RFP is not yet complete. Terms and conditions were discussed. Tammy Bruce of Edward Jones provided us information to assist in the making of our plan; however, as a professional organization, we will still release an RFP for investment services.
- f. Catering RFP: We feel improvement is needed for catering services. Gordon, as a restaurant owner, pointed out that it can be difficult for caterers to continually come up with fresh, new menu ideas for weekly luncheons. With that in mind, it was decided to revise the RFP in order to procure four caterers, with each caterer providing only one luncheon per month. This will ensure something different and fresh for all of our luncheons and hopefully encourage more caterers to bid. Caterers will be asked to provide a schedule for their menu in order to avoid repeats. Recognition of the caterers will take place at each luncheon. Ralph will send out the current RFP to board members for suggested changes.
- g. Budget 2016-2017: Revisions discussed; amount spent on golf tournament prizes has been decreased; alternatives and the difference between cash vs. sponsored prizes was debated. Continued discussion included wages; advertising; equipment purchases; and up-to-date technology.
- h. Small Business Saturday Pass-Through: Jeanette Gardiner, being a member in good standing, received approval for a pass-through for the upcoming Small Business Saturday.
- i. Auction: Updates included: no hard liquor will be allowed at the event; menu is confirmed; decorations discussed; Palmer HS softball girls will be offered \$200 for 10 kids to bus the tables; board members need to continue asking for donations for the live and silent auctions.

V. Executive Session: Executive session began at 9:45 AM and ended at 10:05 AM.

VI. Next Board Meeting: The next meeting will be one week early, on October 14, 2016, The Valley Annex, 8:05 AM.

VII. Adjournment: There being no further business to address, it was moved and approved to adjourn the meeting at 10:08 AM.

Round Table: None

Respectfully submitted:



Jackie Endsley
Secretary