



## Board Meeting Minutes | Friday, November 18, 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 8:03AM. Board members in attendance: Cassi Campbell, Chris Chappel, DanaLyn Dalrymple, Jackie Endsley, Jehnifer Ehmann, Cecil Sanders, Lorali Simon, Gordon Fletcher Kelly Larson, and Ailis Vann. Absent: Justin Saunders. Staff in attendance: Ralph Renzi, Executive Director.
- b. Agenda Approval: Agenda amended to add: i) Auction Update. 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 October 14, 2016, minutes as written. Motion passed unanimously.

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

### III. Reports

- a. President's Report: Emailed to board, printed copies to those in attendance. Reviewed; no discussion.
- b. Treasurer's Report: Emailed to board, printed copies to those in attendance. Treasurer Justin Saunders was absent. No oral report was given. No motions were made regarding the treasurer's report.
- c. Executive Director's Report: Emailed to the board, printed copies to those in attendance. Luncheons were discussed. New member calls were assigned. Upcoming keynote opportunities and potential speakers were discussed. Butch Shapiro from MSB Solid Waste was one suggestion. Christine is doing well. Cassi asked that we encourage members to introduce themselves to Christine to assist her in getting to know the attendees.

### IV. Discussion & Action Items

- a. Website RFP: Kelly presented the RFPs—several board members took copies for review; Kelly provided a rubric to use for evaluation. December 2, 2016, is the deadline to submit feedback on the recommendations.
- b. Investment RFP: The terms of the investment RFP were discussed. Several board members volunteered to proofread it before it is distributed. Questions should be submitted by January 16, 2017; submission deadline is February 13, 2017.
- c. Catering RFP: The revised catering RFP was reviewed. It is now set up for more than one caterer to submit a proposal based on a monthly rotation process. Any comments should be made to Ralph by the end of the day, November 18, 2016. Submission deadline: December 16, 2016.

- d. Chamber Presentation Survey Results: Overall, the board received great reviews regarding the presentation. Survey results were discussed. Raffles were a popular fundraising suggestion. Ideas of prizes to be raffled were discussed. Suggestions included: a weekend at Lorali's condo in Scottsdale; having a dance or including it as part of the auction; having a sporting event, such as a run or a softball tournament; or an outdoor lighting package for a private home. The board will continue to research new fundraising ideas at the board retreat.
- e. Special Events Committee: Because of a communication blip between the board and the special events committee which occurred in 2012, a significant surplus has accumulated in the special events account. The blip has been corrected; new procedures for the maintenance of this account were discussed. The usual \$5,000 cushion which is brought forward as seed money from year to year will be increased to \$10,000, and reviewed annually at the board retreat. A portion of the surplus will be used to pay for, in part, the installation and maintenance (for three years) of Christmas lighting on the buildings in downtown Palmer. Sue Welton and Teresa Roy, both members of the special events committee, volunteered to coordinate the process with the participating businesses, the City of Palmer, and Gage Tree Service, who will perform the work. In addition to the surplus money, Gage Tree Service, will contribute a \$2,500 sponsorship for the first three years, and a donation from PEDDA will cover the remaining balance of the cost of the installation for the first year. To maintain transparency to the membership, the end-of-the-year budget will reflect these sponsorships, and the new sponsorship forms will provide continued transparency in the future. Further discussion included: marketing of the new lighting; possible lighting ceremonies; tag line suggestions; having drone pictures taken. Cecil volunteered to assist with marketing.
- f. #ILovePalmer: Cecil claimed this as our official hashtag, as well as #ILovePalmerAlaska. The goal of using hashtags is to pull from other social media and try to get posts to go viral in order to put the chamber in front of the community and the younger generation on social media. Board members are encouraged to send pictures to the Facebook page; a shared folder will be created to send them to, or board members may choose to be a FB administrator. Face-board cut-outs for picture-taking opportunities in Palmer and at events was discussed. Some great, historical Pioneer photos provided by the museum were reviewed to use for the cutouts. Quotes have been requested from businesses to make the boards. The creation and installation of permanent boards for the City of Palmer was discussed. These boards are to be used for all events—not just chamber events. It was suggested to use the chamber's general fund to pay for the boards rather than the special events account.
- g. Revised Sponsor Structure: The new sponsorship forms were reviewed; Ailis suggested new titles for the levels (instead of gold, silver, etc.) followed by a brief discussion. Ailis will continue to brainstorm new titles. Any feedback regarding the new sponsorship forms needs to be to Ralph by November 21, 2016.
- h. Board Terms: Two board positions open up in February, 2017: Lorali and Justin. Lorali has termed out and Justin is eligible to re-run. Speakers for the annual meeting were discussed.

- i. **Auction Summary:** Auction proceeds were compared to previous years (approximate figures): 2014: \$16,000; 2015: \$22,000; 2016: \$19,000. The live auction was down from last year and the silent auction was up; the games did well. The balloon game was discussed because the contents of the bags were not worth \$20 as they should have been. Strategies to remedy this next year were discussed. Suggestions included: a specific chairperson for the bag game; preparing the bags before the event (rather than the morning of); collecting enough items/donations to make the bags worth \$20. Other overall suggestions included: being explicit about asking specific individuals to complete various tasks; assigning phone calls for donations; providing information on what each business donated the previous year; move away from the art theme, yet still include art in the auction; include more packages with cool events, such as a visit from Santa for your kids or the Arkose Brewery tour (or something similar); the sound system still sucks and needs a remedy; procure better food, even if it raises the ticket price. Overall, the event was very successful.

**V. Executive Session:** None

**VI. Next Board Meeting:** The next meeting will be December 16, 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 10:06 AM.

**Round Table:** None

Respectfully submitted:



Jackie Endsley  
Secretary