



Board Meeting Minutes | Friday, December 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 8:10AM. Board members in attendance: Cassi Campbell, Chris Chappel, DanaLyn Dalrymple, Jackie Endsley, Justin Saunders, Cecil Sanders, Gordon Fletcher, Kelly Larson, and Ailis Vann. Absent: Jehnifer Ehmann and Lorali Simon. 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: Under Discussion and Action Items, e) Special Events Committee; should reflect that PEDDA's contribution to the lighting in downtown is only for 2016. It was moved and seconded to approve the November 18, 2016, minutes as amended. Motion passed unanimously.

II. Persons to be Heard: None.

III. Reports

- a. President's Report: Emailed to board, printed copies to those in attendance. Cassi met with Ralph to finalize the new sponsorship structure. The Chamber received the "key to the city."
- b. Treasurer's Report: Emailed to board, printed copies to those in attendance. Justin presented the treasurer's report. Reviewed the Colony Christmas expenses. This month there is a negative balance. This is normal and will be rectified after the rest of the sponsorships and memberships are received. This report also reflects the new lighting in downtown. Discussed the special events account. It was moved and seconded to approve the report as written. Motion passed unanimously.
- c. Executive Director's Report: Emailed to the board, printed copies to those in attendance. Reviewed upcoming speaker schedule. Palmer Police Chief, Lance Ketterling, will be invited to speak in his capacity as a member of the Marijuana Control Board. Ralph will ask if he can fill a spot in February, 2017. Ralph has received comments from members regarding interest in the upcoming speaker for the Fur Rondy, as they are interested in some type of partnership. Many memberships are rolling in at this time. New member calls were assigned. No upcoming ribbon cuttings.

IV. Discussion & Action Items

- a. Colony Christmas: Various events and respective outcomes were discussed at length. Lots of positive feedback has been received. Dr. K's Pediatrics had two new patients

sign up for his services as a direct result of exposure in the parade, and offered his testimonial to encourage more parade entries next year. There was a very large crowd for the parade. An upgrading of the sound system used for the parade was discussed. The new lighting in downtown was discussed. Positive comments have been received. Additions and improvements were discussed. A subcommittee consisting of Cecil, Gordon and Ailis will meet to consider lighting ideas. Lighting and other supplies for CC 2017 will be purchased at post-Christmas sales. Facebook will be utilized more for all future events. It worked well to have a two-person team—Susan and Christine—onsite to deal with barricades and unhappy vendors. We may opt to contract Susan to help in 2017.

- b. Website RFP: Rescheduled for January 6, 2017, to go over the top three choices.
- c. Investment RFP: There will be no more revisions and it will be dispersed as of today. The final choice will be presented to the membership at the annual meeting on February 22, 2017.
- d. Catering RFP: Due today. Discussed some of the submissions, and additional, potential caterers. Have only received two submissions—Loco Mama’s and Humdinger’s.
- e. #ILovePalmer: Facebooks are ready; we’re on hold for the holidays. The goal is to be finished by Who Let the Girls Out in April, 2017. The hashtag is working well; continue using it. #ILovePalmerAlaska is the official chamber hashtag. Toma, the person taking videos of Palmer with a drone, has been getting great footage and continues to build the inventory. The board is encouraged to continue using the hashtag and to spread the word.
- f. Revised Sponsor Structure Update: A member’s perks and size of logo will increase with higher levels of sponsorship. Big sponsors will be verbally announced at meetings, then table cards with logos will be referred to for smaller sponsors. Discussed levels, current sponsors and specific benefits. Board advised to listen for comments from sponsors who may be offended by the changes.
- g. Committees: Cassi will contact all the people suggested for committees listed below.
 - i. Pioneer Award: The following individuals will be asked to be on this committee: Denise Christopher, Kristy Bernier and Alex Hills. In the past, this committee consisted of only prior Pioneer Award winners; members of the board were not allowed to be on the committee or have any information regarding the process, presumably in order to keep the winner’s name “top secret.” The board feels this practice is no longer relevant to the current make-up and demographics of our membership. Consequently, the decision was made to add a board member to this committee. Ailis volunteered. Ralph will revise the Administrative Manual to reflect this change.
 - ii. Nominating Committee: The following individuals will be asked to be on this committee: Stacie Stigar, Tracy Boyle and Sue Welton. Tammy Bruce is an alternate if one of the others declines.

V. Executive Session: None

- VI. Next Board Meeting:** Unless it appears there will not be a quorum, the next meeting will be one week later than usual—January 27, 2017, at The Yak, 8:05 AM.
- VII. Adjournment:** There being no further business to address, it was moved and approved to adjourn the meeting at 9:39 AM.

Respectfully submitted:



Jackie Endsley
Secretary