



Board Meeting Minutes | Friday, October 19, 2018

I. Consent Agenda

- a. Quorum Establishment: Ailis Vann called the regular board meeting of the Greater Palmer Chamber of Commerce to order, with a quorum established at 8:01 AM. Board members in attendance: Justin Saunders, Steve Solari, Ailis Vann, Anne Thomas, Kelly Larson, Lucas Parker, Cassi Campbell, Gordon Fletcher, Chad Bostick (telephonic). Absent: none. Staff in attendance: Ralph Renzi, Executive Director.
- b. Agenda Approval: Agenda amended, item b.) renamed from; Colony High School Business Professionals of America Request to, Other Raffle Requests. It was moved and seconded to approve the agenda. Motion passed unanimously.
- c. Minutes Approval: Anne Thomas is spelled with an, “e”, corrected in the minutes. It was moved and seconded to approve the previous meeting minutes as amended. Motion passed unanimously.

II. Reports :

- a. President’s Report: Emailed to board, printed copies to those in attendance. The previous couple months were extremely busy. Ailis and Cassi worked diligently and feverishly on the annual auction. While a big success, there were several things to revisit. Primarily auction support. Neither Cassi or Ailis felt supported in their role which caused undue anxiety and pressure. Add to the fact that the organization was also going through yet another admin assistant hiring process and one can easily see how crazy a month it was. Kudos to all those who showed to tear down after the auction. It was the most successful auction yet.
- b. Treasurer’s Report: Emailed to board, printed copies to those in attendance. Ralph had been tasked with finding ways of utilizing earnings from the gaming permit and has been successful in doing so. There are stringent parameters and restrictions set by the State of Alaska when it comes to usage of these funds. Looking good fiscally in nearly all areas. Percent difference columns are looking good. Year to date net loss of \$3,800 is still responsible and no one should be in shock or concerned about any loss at this time, considering the amount of funds exchanged in preparation for the auction. It was moved and seconded to accept the treasurers report as submitted. Motion passed unanimously.

- c. Executive Director's Report: Emailed to board, printed copies to those in attendance. Gearing up quickly for Colony Christmas. Coming on the heels of the auction Colony Christmas is rapidly approaching. Ralph and Lucy have done well contacting sponsors and vendors. Shop Palmer is taking shape. The candidate forum upcoming, finalizing details. There is no meeting on October 31st due to joint luncheon Tuesday the 30th with Wasilla. There is also no meeting November 21st, the week of Thanksgiving. New businesses to contact assigned. It was moved and seconded to accept the treasurers report as submitted. Motion passed unanimously.

III. Discussion & Action Items

- a. Auction Review: Best auction ever! Added \$1,400 from the previous year. There was some valuable feedback from comment cards collected. The biggest concerns involved audio/ sound and the size of the venue, (too small). There were concerns about overlapping events. Community wise there were a lot of other, competing events going on that night. There were thoughts about pushing the auction back to September. Other concerns involving delegation/ dividing of tasks, fine tuning to make the auction better and hand-written thanks you notes to donors and sponsors from board members. All in all, a great event. Ailis, Cassi are now deserving of a nice long nap.
- b. Other Raffle Requests: It was moved and seconded to approve usage of the Chamber's gaming permit by Colony High School's chapter of Business Professionals of America. It was moved and seconded to approve usage of the Chamber's gaming permit by MatSu CVB. Unanimous approval for both.
- c. Board Vacancy: Chris Chappel's resignation has left another seat vacant. That seat will remain so until the next election. Christina with MVFCU has been nominated to fill the other vacant seat, term ending 2021.
- d. visitpalmer.org: Margaret Adsit approached our organization requesting to be involved in promoting the city of Palmer through a website domain owned by us. The ideas involved developing the city's brand on a national scale. Rather than relinquish control the board is leaning toward a cooperative effort to ensure community involvement. A tentative summit was suggested, and date set for January 17th, 2019. This forum would not be for the website/ landing page alone but would be beneficial for marketing Palmer and networking the Palmer businesses. Justin Saunders asked a valid question about who might be included in the forum and conversation moving forward. He made an excellent point about including organizations who could not only benefit from but also contribute to the Palmer brand.

- e. 2018 Goals Review: Executive Director's evaluation taught the board a lot. A personnel meeting is planned to specify incentive-based bonuses for the executive director. Membership support has been a primary goal this year. In coordination with launching of the new website and businesses claiming their listings the concern has been; what else are we doing to support our members? The specific goal boils down to ensuring our members see value in their membership. Membership growth has been and perhaps always will be an annual goal. The challenge presented to the board of two new memberships per board member has been beneficial in many ways. There was some discussion about Small business Saturday and Shop Palmer Campaign.

IV. Next Board Meeting: November 16, 2018 at 10:00 am

V. Adjournment: There being no further business to address, it was moved and approved to adjourn the meeting at 9:35 am. Motion passed unanimously.

Round Table

Humbly submitted:



Gordon N. Fletcher Jr.
Secretary