



Board Meeting Minutes | Friday, November 16, 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 8:07 AM. Board members in attendance: Justin Saunders, Steve Solari, Ailis Vann, Anne Thomas, Kelly Larson, Lucas Parker, Cassi Campbell, Gordon Fletcher, Chad Bostick (telephonic) and Christina Jaquith. Absent: none. Staff in attendance: Ralph Renzi, Executive Director.
- b. Agenda Approval: Agenda amended, Reports added as item III. and Discussion moved to item IV. It was moved and seconded to approve the agenda. Motion passed unanimously.
- c. Minutes Approval: Margaret Addis corrected to Adsit, corrected in the minutes. It was moved and seconded to approve the previous meeting 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. This month has slowed only slightly from the previous month. Shop Palmer is dialed in with ten businesses on board rounding out the final grand prize of \$1,000. Colony Christmas has moved to the forefront and preparations have begun. Ailis encourages committee meeting attendance. D&A open house was well attended. Palmer Community Foundation has reached out and introduced themselves. Ailis would like to see an evening event as an alternative to weekly meeting in order to include those who cannot make mid-day, mid-week luncheon.
- b. Treasurer's Report: Emailed to board, printed copies to those in attendance. This is the first month of the fiscal year. The only slight concern is with the investment account. With market volatility the account is on par with the market. Income statement has been edited to show more differentiation between income and expenses stemming from questions about the miscellaneous column from the previous month. 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. December events include a Christmas themed meeting on the 19th as well as Colony Christmas. No meeting next Wednesday November 21st, the week of Thanksgiving. Ralph's report triggered discussion prompted by Steve Solari about a community service-based meeting, partnering with a nonprofit or local group needing. Throughout the month of December canned food donations

garner waiving meeting fee. December 19th Pizza and accouterments donated by Humdinger's Gourmet Pizza. Food collected will be donated at the end of the month in order to restock the local food bank. New businesses to contact assigned. It was moved and seconded to accept report as submitted. Motion passed unanimously.

IV. Discussion & Action Items

- a. Shop Palmer & Small Business Saturday: Cassi explained the strategy behind Shop Palmer Campaign. Ten businesses have donated \$100 for a grand prize. Chamber makes nothing off this event. The sole purpose is to promote small businesses, encouraging people to, of course, shop Palmer. Each of the ten stores has stickers, boxes and cards. \$10 spent is one stamp. Every \$10 gets one sticker, \$100 would be 10 stickers. The more spent in Palmer the better chance to win! Boxes will be decorated and delivered to participating businesses.
- b. Greater Palmer Summit: Anne and Steve have been in contact with Margaret Adsit about visit palmer website. Focusing on Palmer tourism national exposure is the main purpose of the planned summit. Conversation revolves around the url/ website domain. Possible rental of url to accommodate a synergistic approach. Blog possibilities highlighting businesses and local attractions/ activities. Funding is still needed to make this an ongoing sustainable marketing approach. City, Chamber and Museum to be included in the conversation about ongoing funding. \$27,000 is the amount needed to maintain a high level, professional and excellent looking website. Another committee meeting planned for December to include Margaret.
- c. Entrepreneur Meeting Recap: As part of Alaska Small Business Start Up Week, Sonja with Just Botanicals, Troy with Aethereal Coffee, David with 203 Kombucha, Steve with Greater Palmer Chamber of Commerce and Gordon with Humdinger's Gourmet Pizza cohosted/sponsored the event. 60 people were in attendance. Inclusivity is paramount going forward. Probably need a bigger venue for the next event. We will approach the City and request they donate the Train Depot for this beneficial event.
- d. Colony Christmas Responsibilities: Biggest event is Smoosh Races. The Desserts and Dancing will be called the Holiday Social and Dessert Contest sponsored by the Chamber Board, held Sunday the 9th.

V. **Next Board Meeting**: December 21, 2018 at 08:00 am

VI. **Adjournment**: There being no further business to address, it was moved and approved to adjourn the meeting at 9:37 am. Motion passed unanimously.

Round Table

Humbly submitted:



Gordon N. Fletcher Jr.
Secretary