



Board Meeting Minutes | Friday, December 21, 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 8:05 am. Board members in attendance: Justin Saunders, Ailis Vann, Anne Thomas (telephonic), Kelly Larson, Lucas Parker, Cassi Campbell, Gordon Fletcher, Steve Solari and Christina Jaquith. Absent: Chad Bostick. Staff in attendance: Ralph Renzi, Executive Director.
- b. Agenda Approval: 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**: Stu Graham with MTA Government Relation, stopped by to say hello.

III. Reports :

- a. President's Report: Emailed to board, printed copies to those in attendance. Shop Palmer has been a big success. A few open houses to attend.
- b. Treasurer's Report: Emailed to board, printed copies to those in attendance. 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. Shop Palmer is all a buzz. Tons of great feedback. Picking up boxes from vendors today. Speaker calendar has a few vacancies. Tons of new memberships and renewals. New member contact assigned to board members. Ralph mentioned Edward Jones investment limits and possible exit strategy.

IV. Discussion & Action Items

- a. Shop Palmer Feedback: There has been no negative feedback from our members. Small Business Saturday was a big day for many local businesses. It may be important to produce a feedback form from businesses. Encouraging businesses to promote the program is important. One important aspect of the program is the revenue metrics produce. Tying Shop Palmer, Small Business Saturday and Colony Christmas created a good deal of momentum and synergy for local businesses. Running out of cards was problematic for some businesses. Stamping receipts would also prevent individuals from abusing any system in place. Box pickups assigned to board members. \$1,000 grand

prize drawing at 2:30 pm today. Expand the program to include Restaurants/Food Service. From February to March, "Taste Palmer" roll out February 1st.

- b. Colony Christmas Feedback: Weather created some challenges for events. Some events were cancelled. Pony Rides were cancelled as well. Running of the Beers was a huge success. One of the best parades ever. Holiday social is out for next year due to lack of attendance. Some ideas to improve traffic patterns, parking and reducing risk for pedestrians. Blocking off the center of town as, an event area could create a central meeting place, accomplishing the goals mentioned. Asking local vendors to participate by offering extra parking spaces could certainly help out. Live stream of the parade on Facebook was a great idea. Social media presence was paramount this year. Thanks Kelly Larson!
Co-branding is important for future events.
- c. Greater Palmer Summit: Margaret Adsit to meet with Steve and Anne again. Update next week.
- d. Chamber Meetings: Trying to add the addition of evening meetings. Rather than filling a calendar with speakers, a topical forum is what has been requested and already received well at the first Entrepreneurial Meetup. Co-sponsorship with the fledgling Meetup group would avoid overlap. Third Thursday meetings have already been scheduled.

V. **Next Board Meeting**: January 18, 2018 at 8:00 am

VI. **Adjournment**: There being no further business to address, it was moved and approved to adjourn the meeting at 9:05 am. Motion passed unanimously.

Round Table

Humbly submitted:



Gordon N. Fletcher Jr.
Secretary