



## Board Meeting Minutes | Friday, March 15, 2019

### I. **Consent Agenda**

**a.** Justin Saunders called the regular board meeting of the Greater Palmer Chamber of Commerce with a quorum established at 4:07 PM. Board members in attendance: Justin Saunders, Ailis Vann, Carin Meyer, Christina Jaquith, Cassi Campbell, Sam Dinges, Lucas Parker, Dustin Clark, Anne Thomas, Steve Solari, Kevin Gunnip. Staff in attendance: Ralph Renzi, Executive Director.

**b.** Agenda Approval: Agenda amended, action items discussed in board retreat were added to agenda.

**c.** Minutes Approval: 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. Overview of retreat preparations, and working with Executive Director on president transition.

**b. Treasurer's Report:** Emailed to board, printed copies to those in attendance. Investment account overview, brief look at financials. It was moved and seconded to accept the treasurer's report as submitted. Motion passed unanimously.

**c. Executive Director's Report:** Emailed to board, printed copies to those in attendance. ED added attendance to City of Palmer Brownsfield meeting, highlighted written report.

### IV. **Discussion & Action Items**

**a. Visitpalmer.com Letter of Support** - Director Campbell requested clarification on Visit Palmer to ensure there wasn't any duplication of effort. Discussion ensued.

**b. Board officer elections** - Election results - Christina Jaquith is the new treasurer, and Carin Meyer is the new secretary. President-Elect will be selected at the next board meeting.

**c. Greater Palmer Summit** - this item was discussed at length during the board retreat.



d. Taste Palmer - Some vendors have been restocked, getting active participation from some vendors has proven challenging. First weekly drawing will take place at conclusion of meeting.

e. Goals Recap - 2019 goals of the GPCC: Continue goals from 2018 with a new effort to rebrand and refresh our logo and marketing materials.

1. Support small business
  - a. monthly after-hours events
  - b. cards & accolades
  - c. member outreach and communication
2. Tourism Development
  - a. Friday Fling
  - b. Palmer Midsummer Garden & Art Faire
  - c. Visit Palmer
3. Marketing Refresh
  - a. Change perception
  - b. Refresh brand

f. ADDED ITEM: Friday Flings - It was brought to the board's attention that PEDDA will be dissolving and would like to transfer Friday Flings to the chamber. Details are continuing to be worked out.

g. ADDED ITEM: Havemeister Dairy letter of support - Director Jaquith outlined the budget cut that affects Havemeister Dairy in Palmer. The board discussed writing a letter of support for Havemeister. Director Dinges offered to draft the letter.

V. Next Board meeting: Friday, April 19, 2019, 8:00 AM.

VI. Adjournment: President Saunders adjourned the meeting at 5:04 pm.

Humbly submitted:

Ailis Vann  
Acting Secretary