

Board of Directors Monthly Meeting

10/28/2021

1. **Meeting called to order at 8:36**
2. **Board Members Present:**
 - Frank DiLeonardi, President
 - Kristin Beischel, Vice President (via Zoom)
 - Jan Santarius, Treasurer (via Zoom)
 - Abbie Schultz, Secretary
 - Mike Hoefler
 - Linda Long
 - Chris McMurray (via Zoom)
 - Angie Nicol
 - Dan Stella
3. **Others in Attendance:**
 - Executive Director: Patty Gauthier
 - Assistant Executive Director: Amanda Cowart
4. **Approval of Agenda:** A motion was made by Dan to approve the October 28th, 2021 agenda. Seconded by Linda. Agenda approved.
5. **Approval of Minutes:** Motion was made by Jan to accept the September minutes. Seconded by Linda. September minutes approved.
6. Jan Santarius has been appointed to fill Bob Fuller's second year of his term.
7. **Nominations of Executive Committee Members:**
 - a. President: Dan nominated Frank, Linda seconded. Board unanimously agreed. Frank accepted.
 - b. Vice President: Dan nominated Kristin, Linda seconded. Board unanimously agreed. Kristin accepted.
 - c. Treasurer: Linda nominated Jan, Dan seconded. Board unanimously agreed. Jan accepted.
 - d. Secretary: Linda nominated Abbie, Dan seconded. Board unanimously agreed. Abbie accepted.
8. **Committee Chairs:**
 - a. Events: Co Chairs – Abbie and Angie
 - b. Marketing – Kristin
 - c. Membership – Dan
 - d. Governance and Finance – Linda
9. **Director's Report:**
 - a. Approval of new members
 - i. Cate Saarino – Real Estate - approved
 - ii. Susan Apachela – Vermiglio Heritage Resort – approved
 - iii. William Schwartz – Friend - approved
 - iv. Gold Bee – from CA, have attempted contacting to no avail – not yet approved

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- b. Assistant Candidates
 - i. All interviews to be held 10/29/21
- c. Promotional Plan for Apparel
 - i. Sell remaining inventory for 25% off 11/22 through 11/28
 - ii. Move to an online store
 - iii. Sell at other places?
 - 1. Dock N' Shop
 - 2. Events
 - 3. Other local retail stores
- d. Visitor Guide Sales
 - i. Transition to outsourcing ads is going well.
 - ii. Increased revenue and decreased Chamber office work load.
 - iii. The average cost of an ad has increased
 - 1. Haven't increased prices in about 10 years
 - 2. 5-Star adjusted the fees
 - iv. Patty and Frank will continue to communicate with AI of 5 Star regarding pricing and consistency
 - v. Goal: Ready for proofing 12/1/21

10. Town Chair's Report (reported via Patty – John unable to attend meeting):

- a. Budget Approved
 - 1. 11/9/21 meeting to reveal it
- b. Tax levy is \$288 higher
- c. John would like the term "Committee" changed to "Working Groups"

11. Open Discussion

- a. Direction of the Chamber
 - i. What is the value? What are the benefits?
 - ii. We need to continually ask for members ideas, opinions, and thoughts – they will lead our direction
 - iii. Major current issues for current members are staffing and housing
 - 1. What is our scope?
 - 2. Keep this in mind while moving forward during listening sessions
- b. Strategic Planning Meeting
 - i. Organizational Change and Transformation
 - ii. December 15th, 8:30-12:00 pm
 - 1. Angie will research speakers
 - 2. The Board will come back with more ideas at the next Board Meeting.
- c. Listening Sessions
 - i. Give Frank 5 names of members that you are willing to chat with/listen to
 - ii. Patty will share a list of former members

Meeting Adjourned at 9:57 am.