

## West Union Chamber of Commerce

Board of Directors Meeting  
MINUTES—January 8, 2013

**Members Present:** Jenni Elsbernd, Melody Patrick, Bridget Parker, Brent Parker, Judd Swenson, Ryan Hoey, Laurie Kreul

Meeting was brought to order by Melody Patrick, President, at 8:07am at the West Union Chamber Office.

### **Approval of Agenda & Minutes:**

- Motion to approve minutes made by Ryan with a second by Judd. All in favor, motion carried.

### **Financial Report:**

- **Account Balances**

Bank balances as of 12/31/2012 are \$5,628.68 in checking, \$3,585.79 in savings and \$4,284.74 in fireworks fund. Motion by Ryan, seconded by Judd. All in favor, motion carried.

- **Construction Loan**

Jeff Alber donated materials and labor for the rain garden to the Chamber. Discussed the Façade Master plan and costs to the Chamber per estimates provided by Gardner Architecture. Motion was made by Brent to continue the façade improvements that would exclude replacing the south door. Second by Judd, all in favor motion carried.

### **Committee Reports:**

- **Retail**

- **Holiday Punch Card** went well. Total completed and turned in cards were 4,347 for a total of \$652,050 spent during the promotion. Bridget stated that Fridays worked well for businesses to turn in their cards.

- **Upcoming Promotions.** Committee would like to do a chocolate walk in March.

- **Membership Drive** is going well. 63 businesses are paid and \$11,000 has been brought in so far. New ideas were discussed for next year.

- **Building Update**

- Geothermal Update-- Ryan will be contacting Travis/Gage & Gage for details.
- Downstairs Improvements—Need bids. Ryan will check in with Dessel's and Chapman's again.

### **Old Business:**

- **Strategic West Union Meeting**

- West Union Community Development is taking lead. They are engaging Oelwein to meet. Board will be notified when a meeting is set up.

- **Community Awards Banquet, Jan 19<sup>th</sup>** at the Country Club.

- Menu---Done
- Raffle—Items are in and Board will meet on 1/21 at Noon to finalize details.
- Sponsors---At \$400 right now.
- Decorating—Bridget shared some items that she had purchased. Will discuss more at meeting on 1/21.

### **New Business**

- **Hotel/Motel Tax Projects---**Chamber received \$4,000. Bridget stated that she would like to use the funds to develop and purchase new street maps and brochures since they are very outdated. Ryan made the motion to move forward with the design and bidding of maps and brochures. Second by Judd, all in favor motion carried.

- **Business Spotlight**—Board recommended Cline's or Good Sam.

- **Board Member Needs.** Still in need of new board members. Those interested in being a member of the board are always welcome to attend a board meeting.

With no further discussion, meeting was adjourned at 9:35am.

**Next Board Meeting: January 8, 2013.**

Respectfully Submitted, Jenni Elsbernd, Secretary