

West Union Chamber of Commerce

Board of Directors Meeting

MINUTES – May 8th, 2014

Members Present: Laurie Kreul, Melissa Fagle, Melody Patrick, Carolyn Havenstrite, Amy Christensen

Meeting was brought to order by Melody Patrick, at 7:02 am at the West Union Chamber Office.

Approval of Agenda:

- Motion made to approve the agenda was made by Amy and a second by Carolyn. All in favor, motion carried.

Approval of Minutes:

- Motion made to approve the corrected minutes from February 11th, February 20th and April 10th was made by Laurie and a second by Amy. All in favor, motion carried.

Financial Report:

- Bank balances as of 05/5/2014 are \$5,915.76 in checking, \$8,021.36 in savings and \$4745.54 in fireworks fund.
- Motion to approve financial report made by Laurie, second by Amy. All in favor, motion carried.
- Melissa also shared that we need to modify our QuickBooks and Budget so that the accounts match to accurately calculate spending and income.
 - Will need to add item lines on Chart of Accounts for:
 - Utility Expense
 - Geothermal (need to add new) [would include Monthly Usage, Monthly Billing Fee (unless part of insurance?) and Tax]
 - Building
 - Geothermal Insurance (and Monthly Billing Fee?)
 - Payroll Expenses (should look like this)
 - Wages
 - Employer Taxes (should look like this)
 - Federal Unemployment
 - FICA
 - State Unemployment
 - Reports will be correct going forward and will not be revised.
 - Motion made to have Melissa review and change budget appropriately and bring to next month's meeting report made by Laurie, second by Amy. All in favor, motion carried.

Committee Reports:

- Retail
 - Diva Days Retail Promotion Recap
 - The attendees did not really utilize the coupons and we have not heard much positive feedback from the swag bags, not that they were not appreciated. Because of this we discussed ideas that may work better to draw shoppers into the businesses.
 - Decided that next year we will change our participation in the Divas & Dining event and instead of giving goodie bags and coupon books we will ask businesses to donate door prizes. The Chamber will make up certificates for how many door prizes each business would like to donate that can be used for the drawing. These certificates will be given to attendees and will draw them into the businesses to pick up their prizes. This will give the business more exposure and an opportunity to talk with the recipient. Businesses could give scrip money if they don't have door prize type items to give but promotional items would also be good.
 - Welcome Bags
 - Discussed having welcome bags for new people in town. They could be distributed by the Chamber, realtors and maybe the banks. Chamber could assemble if the businesses give items

like pens, business cards, brochures, and other promotional materials. Will look into the possibility of partnering with MSWU as they have done these in the past.

- Building –
 - Update on Geothermal
 - The system is now up and running.
 - New thermostat was installed next to Carrie's desk but the location is not ideal to detect the temperature of the whole floor. Travis from Gage & Gage said he will move it back into the hallway.
 - Furnace is unhooked and is stored in the basement. We will check to see what the value is to may want to sell it "as is."
 - Apartment Updates
 - Dryer needs to be vented. Gage & Gage should be completing this week. Will need to check to make sure it gets done.
 - Will do a walk thru of the apartment on Wednesday, May 21st at 10 am to make a list that may include the mechanical room leaking, see if bathroom tile needs replaced, and look at windows that may need resealed. Laurie said her husband Eric may be able to help with some of the smaller jobs.
 - Melissa will put an "Apartment for Rent" ad in the Union
 - Downstairs Office
 - Lighting was a one time going to be replaced with a grant from Alliant Energy. We will need to look into this again.
 - Judy says the basement is too cold. Would like to see if she can have her own thermostat. Melody will get an estimate on how much it would cost to zone the downstairs level separately and install a thermostat.
 - The hinges on the door to the unused office are loose. You have to pick up the door to open it. We will see if Eric can help with this.
 - Shangri La Outdoor Sign – Judy would like her sign lowered to be next to the door at eye level and the frame could be painted to match the building. We will see if Eric can help with this also

Old Business:

- Fourth of July Planning
 - Laurie will contact J & M about the fireworks contract to see if they can increase the shell count. Because the cost has gone up significantly, they lowered the shell count to make up the difference. This years total shell count 655 versus 2013's 791. She will also see if they will extend the early pay deadline of May 10th until we negotiate an acceptable contract.
 - Letters will go out next week for organizations and vendor needs. Letters for Fireworks donations will go out June 1st. Letters for Entertainment Sponsors will go out at the end of May and will also be included in June's newsletter.
 - Everyone is still checking on entertainment.
 - We will have a meeting in June to go over the final details.

New Business:

- Property Insurance Rate – Melody checked and the rate is high because of the balloon coverage on our events.
- 990 Tax Filing - Melody signed and Melissa will return to Kremer & Kehe for submission. Payment will be made electronically.
- WU Stock - Saturday, August 23rd
 - Talked about lining up the National Guard to come with climbing wall since they cannot come for the 4th of July. We may also do a food stand fundraiser.

Other Items:

- 5:05 Community Social at J & W Auto Body, May 13th, 5:05 pm - Please try to attend!

With no further discussion, a motion was made to adjourned by Laurie and seconded by Amy. Meeting was adjourned at 8:00 am. Next Regular Meeting Date: Thursday, June 12th at 7:00 am.