

West Union Chamber of Commerce
Board of Directors Meeting
MINUTES—February 14, 2012

Members Present: Lisa Miller, Jenni Elsbernd, Melody Patrick, Brent Parker, Bridget Parker, Judd Swensen, Bill Ziegler

Meeting was brought to order by Lisa Miller, President, at 8:10am at the West Union Chamber Office.

Judd Swensen was introduced and voted on as a new Chamber Board member. Motion made by Lisa and second by Melody. All in favor, motion carried.

Approval of Agenda & Minutes:

- Motion to approve Agenda was made by Melody and second by Jenni. All in favor, motion carried.
- Motion to approve minutes from January meeting was made by Melody and second by Lisa. All in favor, motion carried.

Financial Report: Motion made by Melody to approve finances, second by Lisa. All in favor, motion carried.

- **Account Balances**
Bank balance as of 02/06/2012 is \$8,886.31 in checking, \$2,582.76 in savings and \$4,293.94 in fireworks fund. Bridget stated to the board that a hotel/motel tax in the amount of \$2,132.39 was deposited into savings. Any finance questions, please let Bridget know.
- **Construction Loan and Costs**
Bill had paperwork to be resigned for the loan extension good for \$206,000 until 12/31/12. Brent made the motion to approve Melody, Lisa and Jenni as authorized signatories for the loan and Chamber, giving Lisa, Melody and Jenni the power to oversee accounts for the Chamber. Second by Judd, all in favor and motion carried.

Committee Reports:

- **Retail**
Committee meets on Thursday, 2/16 at the Town House. Pampered Night Out event will be in papers this week announcing winners. Planning continues for the Divas and Dining event on April 12th at the WU Country Club. There will be no Dairy Days in 2012. The idea of a Chocolate Walk is being considered for spring. Be thinking of who could take over the Fireworks for the 4th of July.
It would be nice if the committee could meet prior to the Chamber Board Meeting rather than after. Bill will approach the committee to see if they would be willing to meet the first Thursday of the month rather than the third.
- **Membership, 2012 Drive**
Drive is going well; 10 new members have signed up this year. As of February 13, 79 chamber members have joined. Bridget is working hard at making sure all Chamber Members get their plaques and/or have updated years. Bridget shared a list of businesses that still need to be contacted. Please be approaching businesses and if you need packets they are located on the table in the Chamber conference room.

Old Business:

- **Building Update**
Bill reported that the building is almost completed in the interior. Only finishing touches need to be done. On the exterior of the building, the steps used by the renters needs to be reinforced soon as they are rather unstable. Merging of downspouts with Alice Koempel's building needs to be revisited. Ryan has agreed to approach Alice again. As far as geothermal, waiting on City to move forward.
- **Community Banquet**
Event was a success with a profit of \$420.37. Need to encourage pre-ticket sales next year. Will implement an increased ticket cost for those purchased at the door. Prices will be as follows; \$16 presale, \$20 at the door. To ensure better ticket sales, Bridget suggested that planning for the event should start in November. The raffle was a success bringing in \$295 and is definitely something the board wants to do next year. It was entertaining and it would be nice to have people try their keys in a more visible area.
- **New Board Members**
Still in need of three replacements!

New Business:

- **Northeast Iowa Regional Chamber—Spring Conference—April 20th from 6-8pm at Country Hills. Theme will be Best Practices with a “think tank” approach. Make plans to attend!**
- **After Five—Date and Business**
Would like to highlight more of the Lilac Plaza businesses. Bill will discuss this with the retail committee on Thursday.
- **Goal Setting—Review of Mission**
Bill stressed the need for the board to engage in a structured planning process. A separate board meeting would need to be scheduled. Board would like for Chamber members to complete a simple survey so they are heard as well. Bridget will work on drafting a survey and send them out to Chamber members. May need to discuss this further at March meeting.
- **2013 Dues, Budget, Building Rent, Contract for Services with FCED**
Some issues of concern are: rent is too low and needs to be raised, new refrigerator and stove needs to be purchased for upstairs renters, and Chamber membership fees are the lowest in the region. If rent and fees are raised a small amount year after year it seems like less of a burden to renters and businesses.

With no further discussion, meeting was adjourned.

Next Board Meeting: March 13, 2012.

Respectfully Submitted,
Jenni Elsbernd, Secretary