

West Union Chamber of Commerce
SPECIAL Board of Directors Meeting
Goals For Strategic WU Meeting
MINUTES—August 7, 2012

Members Present: Jenni Elsbernd, Ryan Hoey

Meeting was brought to order by Jenni Elsbernd, Secretary, at 7:00am at Chamber Conference Room.

A brief meeting took place to discuss the Chamber's five goals & strengths to present at the West Union Strategic Meeting planned for August 21 at 6:30am. After discussion, Ryan and Jenni came up with the following five items:

1. Serve as a resource for new and current businesses and those wanting to learn more about West Union.
2. Provide assistance to the Retail Committee and assist them in supporting West Union chamber members with the following events:
 - a. Holiday Retail Promotion
 - b. Spring Retail Promotion
3. Promoting West Union as a great place to work and live by sponsoring/coordinating the following events:
 - a. West Union Fireworks festivities
 - b. West Union Parade
 - c. Miss West Union
 - d. Community Awards Banquet
 - e. Sponsoring of Santa visit
4. Maintain and increase Chamber Membership on an annual basis.
5. Sustain a monthly newsletter, weekly emails and an updated West Union website.

Weaknesses

1. Lack of volunteer involvement.
2. Lack of retail businesses.
3. Lack of financial resources.
4. Turnover of the Chamber Director position.

With no further business, meeting was adjourned at 7:35am.

Respectfully Submitted, Jenni Elsbernd, Secretary