

West Union Chamber of Commerce
Board of Directors Meeting
MINUTES—January 10, 2012

Members Present: Lisa Miller, Debbie Merrill, Jackie Loomis, Jenni Elsbernd, Melody Patrick, Ryan Hoey, Brent Parker, Justin Steinlage, Bridget Parker, Bill Ziegler, Bob Vagts

Meeting was brought to order by Lisa Miller, President, at 8:05am at the West Union Chamber Office.

Approval of Agenda & Minutes:

- Motion to approve Agenda was made by Melody and second by Ryan. All in favor, motion carried.
- Motion to approve minutes from December meeting was made by Deb and second by Melody. All in favor, motion carried.

Financial Report:

- **Account Balances**
Bank balance as of 12/31/2011 is \$3,881.40. Bill reminded board that the I-Jobs interest was paid on the loan, a total of \$2,402.25 and that it is not an ongoing expense. Overall income for 2011 was \$46,776.64 with overall expenses of \$46,896.22 resulting in a small loss for the year. Need to build up the Money Market account again, it is rather low. It was pointed out that the rent income was low. This is primarily due to the free rent given to renters due to unforeseen complications with construction. Bridget reported that she now has all financials transferred to Quicken. Any finance questions, please let Bridget know.
- **Construction Loan and Costs**
Bill had no update at this time. A lot of bills are coming in now as projects are being completed. No news yet on the grant extension for geothermal. Letter has been submitted and waiting for a response.

Committee Reports:

- **Retail**
Committee is working on the details for the Pampered Night Out event in February. They will meet again on Thursday 1/12. Lisa and Jenni are representing the Chamber by going to meetings.
- **Membership, 2012 Drive**
Bridget presented a list of businesses that still have not turned in their membership dues or who have not been members in the past. Board members divided up the businesses and will contact them directly. Bridget will send out information what will assist board members in approaching businesses. Bridget and Bill will take care of contacting corporate businesses like Alco, Subway etc. It will be a top priority to make sure 2012 members are given an updated plaque year as many businesses have not received new ones for some time.

Free promotions were discussed as a way to increase membership. If we can get our membership increased, free promotions would be a great incentive to offer Chamber members.

Old Business:

- **Building Update**

Bill reported that the flooring and ceiling insulation is completed. Shelves and countertops should be in next week. Since Deb is leaving the Board someone will need to take her place on the Construction Committee.

- **Holiday Promotion**

This promotion went really well even though fewer Chamber members chose to participate this year.

- **Community Banquet**

Jenni reported that the food is all in order and that she will be touching base with the Country Club to order the appetizers. Lisa reported that decorations are ready to go and that the cost was well under budget at around \$54. Ryan and Lisa will solicit items to go in the raffle chest. Board agreed to meet again next week on **Tuesday, January 17 at 8am at the Chamber** to go over last minute details for the banquet. Please plan on helping on **Saturday, January 21st at 10:30am at the Country Club** to decorate.

Greeters/Ticket Takers: Deb, Ryan, Justin

Provide Cash Box: Melody

New Business:

- **New Board Members**

Replacements are needed to replace Jackie, Justin and Deb. Ryan agreed to talk to Greg Novak, new Country Club owner. Brent will touch base again with China Kitchen owner. Melody agreed to check with Nedra & Josh Blitz. Other board members were encouraged to ask people about being on the board when they are out in the community.

Other Items:

Bob Vagts, City Hall gave a quick update on the Streetscape project. Parade route for 2012 West Union Fest (formerly Dairy Days) was discussed. Sounds like we will need to stick to the same parade route as 2011 to avoid construction. Board discussed possibly changing the parade to the fall and to incorporate it into the already existing Homecoming Parade.

With no further discussion, meeting was adjourned.

Banquet Planning Meeting: January 17, 2012

Next Board Meeting: February 14, 2012.

Respectfully Submitted,
Jenni Elsbernd, Secretary