

## West Union Chamber of Commerce

Board of Directors Meeting

MINUTES—June 5, 2012

**Members Present:** Jenni Elsbernd, Melody Patrick, Judd Swensen, Lisa Miller, Brent Parker, Bob Vagts, Ryan Hoey, Dorinda Krueger, Bridget Parker, Bill Ziegler, Guest Speakers: Helping Services of Northeast Iowa

Meeting was brought to order by Lisa Miller, President, at 8:04am 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 February meeting was made by Lisa and second by Melody. All in favor, motion carried.

### Guest Speakers

- Kristi Miller and Megan McWilliams from Helping Services of NE Iowa discussed substance abuse prevention in a four-county service area. They shared DVD resources with the board and offered their assistance in developing policies regarding tobacco and alcohol use at festivals and fairs.

### Financial Report:

- **Account Balances**  
Bank balances as of 06/05/2012 are \$9,126.12 in checking, \$3,579.51 in savings and \$777.84 in fireworks fund (J&M Displays was paid \$4,300 on 6/4/2012). Bridget reported that she added a line item to the budget, Bookkeeping/Legal. This will better represent the payments she made recently to update the Chamber's exempt status. Any finance questions, please let Bridget know. Motion to approve finances was made by Melody and second by Lisa. All in favor, motion carried.
- **Construction Loan and Costs**  
No changes to discuss at this time.

### Committee Reports:

- **Retail**
  - **4<sup>th</sup> of July**  
Board discussed the upcoming 4<sup>th</sup> of July Celebration. Ryan has verified the Fire Department will be on hand, insurance is in place, permit for the fireworks display has been issued, and the invoice from J&M Displays for this year's display has been paid. Marge Crandall is working on raising funds and some donations are drifting in. It would be ideal to see a couple thousand dollars carry over to put toward next year's event. It was decided additional food vendors were needed as well as children's games to keep families engaged after the pool carnival was over and before the fireworks began. Dorinda Krueger from the West Union Good Sam said they might be willing to serve food as a fundraiser for their group. She will check and get back to the board. Some ideas were: face painting, petting zoo, dunk tank, walking tacos, National Guard rock climbing wall, and other games. Ryan will check with the Fire Department to see if we could use their facility to have the band and Miss West Union crowning in case of rain. It was suggested that the Chamber could use this as a fundraising opportunity and sell glow sticks and bottled water. Tasks were delegated to board members and it was decided to meet again in 2 weeks- June 19<sup>th</sup>, 8:00 am in the Chamber Board Room.
- **Membership, 2012 Drive**  
Casey McDermott (TC Macs) owner of All Stop joined. Ryan will work on getting the data form completed from Casey so the appropriate information can be put on the website. Bridget reported that another new business has joined called Natural Elements. They are a dog grooming/boarding business and also do horse training. They are located in between West Union and Fayette. Bill reported that he

had reviewed the Chamber by-laws which state that any new business will be offered a 6 month free trial. We have offered the trial to Spirit's & Such (new owner) and Memories by Rachel as well as Natural Elements. Board members agreed this was a good policy that should be reinstated.

- **After 5-**  
McJ's and Haven Electronics would like to do this. Bill will re-engage them and find out when they would like to host it.

#### **Old Business:**

- **2013 Dues, Budget, Building Rent, Contract for Services with FCED**  
Bill talked about rental contracts and the contract with FCED which would be going up to \$250 per month as of July 1, 2012. Melody had made visits with the upstairs and downstairs renters and had listed improvements they would like to see. Both had signed a new lease agreement through the end of 2012. Discussion followed regarding the improvements and what could be done to accommodate them. Robin Bostrom joined the group and updated them on the status of the geothermal which will include the upstairs apartment and have 3-4 zones. She also updated them about the I-Jobs loan status and draws. The back parking lot will need to be completed before any more draws can be done.
- **Contract for Services with FCED/Executive Director Status**  
Bill offered the Chamber three options for service if they were to continue to want administrative support from FCED after July 1. He suggested the Chamber board decide on a long term and a short term strategy and that working with FCED in the short term would be a benefit to all. He also let them know that a contract would be required to allow for clarity with both entities. The board decided they would further discuss this at their meeting on the 19<sup>th</sup>.
- **Business Spotlight for Newsletter**  
Casey McDermott (TC Macs) owner of All Stop. Ryan will work on getting the data form completed from Casey so the appropriate information can be put on the website.  
Brent suggested the new member, Natural Elements. Melody stated she would like to see the new businesses featured in the newsletter and discussion followed about having the Chamber involved in the ribbon cuttings.
- **Rental Walk Through**  
Melody discussed what improvements the renters would like to see in the next few months. The upstairs renters would like to have a small garden out back and the board discussed if that was a possibility. Ryan will work with the paver company and try to find a compromise.
- **New Board Members**  
The board welcomed Dorinda Krueger from the West Union Good Samaritan Society and hoped she would consider joining them as a board member. She would offer insight from a different business area which would benefit the board.
- **Strategic Planning Meeting**  
State group will be coming to help with ideas. Meeting will be held on the 19<sup>th</sup> in the evening.

#### **New Business**

- **Band for playing on the Plaza**  
This can be discussed at the next meeting but the board was receptive to helping to sponsor the final band for MSWU's "Playin on the Plaza" concert series.

With no further discussion, meeting was adjourned at 9:40am.

**Next Board Meeting: July 10, 2012.**

Respectfully Submitted, Jenni Elsbernd, Secretary