

West Union Chamber of Commerce

Board of Directors Meeting

MINUTES—November 13, 2012

Members Present: Jenni Elsbernd, Melody Patrick, Ryan Hoey, Bridget Parker, Brent Parker, Judd Swenson, Ron Beerman (KKCC), Bill Ziegler, Pam Cline

Meeting was brought to order by Melody Patrick, President, at 8:05am at the West Union Chamber Office. Pam Cline attended the meeting and is considering being a Chamber Board Member.

*The meeting began with a presentation from Ron Beerman, who shared information regarding the Kaleidoscope Kids Childcare Center capital campaign that is currently underway in the community. Chamber will support the campaign by providing marketing assistance.

Approval of Agenda & Minutes:

- August 7th Special Mting, August 11, September 11 and October 9 Regular Mtngs, were motioned to all be approved by Ryan with a second by Brent. All in favor, motion carried.

Financial Report:

- **Account Balances**
Bank balances as of 11/12/2012 are \$2,781.72 in checking, \$3,584.50 in savings and \$4,184.74 in fireworks fund. Bridget reported that property taxes were paid. Any finance questions, please let Bridget know. Motion to approve financials made by Jenni, second by Judd. All in favor, motion carried.
- **Construction Loan**
No update at this time as there has been no changes since the October meeting. Cline's did get the pole removed in the back parking lot. Ryan motioned to pay the bill from Cline's from the Construction Loan, second by Melody. All in favor, motion carried.

Committee Reports:

- **Retail**
 - **Holiday Punch Card** promotion is now underway. Bridget gave Board a breakdown of the advertising costs. Ryan motioned to spend up to an additional \$200 on the promotion from the Chamber budget for advertising if it's needed, second by Jenni. All in favor, motion carried.
 - **Holiday Open Houses are planned for November 15, 16, 17**
- **Membership Drive**
 - Bridget will be sending out a list of businesses for Board members to approach for renewing their membership for 2013. Please drop by the Chamber Office to get your letters.
 - Black Hills has already paid their 2013 membership and are the Chamber's first Gold Member!
- **Building Update**
 - Geothermal Update-- Specs are in for the building needs. Jenni motioned for Ryan to look into the equipment that is needed and to get quotes and to move forward with purchasing the equipment, second by Brent. All in favor, motion carried.
 - Parking lot—Almost complete. Rain gardens still need to be put in.
 - Façade Master Plan—Upstairs windows and side door or the highest on the priority list.
 - Downstairs Improvements—Lighting needs to be updated now. Other improvements need to be considered; carpeting is a high priority. Drywall damage was found behind file cabinets and needs to be fixed as soon as possible.
 - Rental Rates for 2013—Board will plan on the following increases:
 - FCED- \$300
 - Upstairs Renters-\$400

- Mainstreet—a special meeting will take place between Melody, Ryan and Mainstreet President and Director. Also, discussion of possible need for an upgrade to the phone system will take place during this meeting.
- Ryan motioned for Melody to send out letters to FCED and Upstairs renters and meet with Mainstreet for discussion, second by Brent. All in favor, motion carried.

Old Business:

- **Strategic West Union Meeting**
 - Bill will look into when the next meeting will be and get back to the Board.
- **Fireworks Fundraising Chairperson and New Signage**
 - Waiting for signage from Bemiss?. Ryan will drop by and see where they are with the sign.
- **Community Awards Banquet**
 - Nominations are needed!!
 - Scheduled for Jan 19th at the Country Club.
 - Jenni will contact Tina to get an estimate on food cost this year.
 - Theme needs to be decided soon.
- **Festival of Lights, Grand Lighting & Santa's Visit**
 - Chamber is providing coloring books. Have a lot left over from last year and only have to purchase a few more.
 - Bridget will send out an email on what else needs to be done.
- **Chamber After Five—Fayette County Historical Society**
 - Wednesday, November 14

New Business

- **Budget for 2013---**Bridget had a tentative 2013 budget ready, but a finalized budget will be ready for the December meeting to be approved.

With no further discussion, meeting was adjourned at 9:45am.

Next Board Meeting: December 11, 2012.

Respectfully Submitted, Jenni Elsbernd, Secretary