



<https://www.exploreGaylord.org/chamber-of-commerce/>

## Regular Meeting Minutes

Thursday, November 21, 2019 @ 12:00 P.M

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### I. CALL TO ORDER

- a. Pursuant to due call and notice thereof, President Strobel called the meeting held at the Gaylord Public Library to order at 12:05 pm.
- b. **Board Members Present:** Alice Strobel, Dan Uecker, Angela Weber, Jen Muchow and Amanda Riemenschneider
- c. **Board Members Absent:** Becky Boelter and Jose Murillo
- d. **Staff Present:** Jim Poquette, Elizabeth Reishus and Mary Goetsch
- e. **Staff Absent:** None
- f. **Guests Present:** None

### II. AGENDA, MINUTES & FINANCIAL UPDATE

- a. Agenda: September 21, 2019 – Approved with one addition
  - i. 2020 Dues
- b. Minutes: October 17, 2019 – Approved as presented
- c. Treasurer's Report: October 31, 2019 – Approved as presented
  - i. Poquette reported on a number of correction made in October.

### III. UNFINISHED BUSINESS

- a. Chamber Annual Banquet / Membership Meetings (*Strobel*)
  - i. Tentatively planning for a membership meeting by the end of the year.
- b. New Business Visits (*Goetsch*)
  - i. Once scheduled invites will be sent to the Board as well as all chamber members
    - Ontime Petroleum –
    - LM Leasing –
    - M K Capital, LLC –
    - OHV Motors –
    - Shell – *under new ownership*
    - Cenex/Fill-Me-Up – *under new ownership* – Planning some renovations so have asked to wait on the Chamber visit until renovations are complete.
- c. YWCA Women's Leadership Conference (*Goetsch*)
  - i. Theme: No Gender Justice Without Racial Justice
  - ii. Reishus and attended and reported that the format was different this year. It was not so focused on women's leadership. Discussions focused on gender/racial equity and encouraged those in attendance to look at their community and determine if they are prepared for a diverse population.
  - iii. Discussed including funds in the budget for some of this and Leading Sibley Together or another avenue if based on theme and availability something else would be more appropriate, i.e. classes through Minnesota Small Business Development Centers.
- d. Nominations for Chamber Board
  - i. In need of two board members for the 2020-2023 term. Currently on one name on the ballot.
  - ii. Following discussion will mail/email letter and ballot out with Angela and space available for "write-ins". Goetsch will mail/email when letter and ballots are ready, no later than Friday, November 29<sup>th</sup>.

- e. Budget Planning - 2020
  - i. Briefly discussed where some changes may be made. Plant Yourself in Gaylord will be increased to \$1,000 to accommodate the day and evening events. See Plant Yourself in Gaylord agenda item for more details. There were no other major changes identified. Strobel, Poquette and Goetsch will be 12/3 to review the various categories for reasonableness and suggested budget amounts for 2020.
  - ii. Final approval next meeting - December 19<sup>th</sup>
- f. Chamber Planning Calendar
  - i. One change identified from *draft* distributed. Plant Yourself in Gaylord & Get Growing will be held May 16<sup>th</sup> rather than May 23<sup>rd</sup>. Strobel will verify date of Pretty-Pretty Princess Day hosted by the Gaylord Royal Ambassadors.

#### IV. NEW BUSINESS

- a. Promotional Items
  - i. Inventory: Order more or different items? No Discussion.
- b. Sweepstakes Income
  - i. According to previous board decision, ½ of sweepstakes income should be distributed to the General Fund and remaining ½ distributed to Chamber Project Funds.
  - ii. Net sweepstakes income was determined to be \$11,846.80. Motion was made and second to transfer \$5,923.40 to the General Fund and \$5,923.40 to the Chamber Projects Fund. Motion carried.
- c. 2020 Dues
  - i. Following discussion a motion was made and second to set the 2020 Chamber Dues as follows:
    - Corporate Member (over 20 employees) - \$225 or if paid prior to 1/31 - \$200
    - Business Member (less than 20 employees) - \$160 or if paid prior to 1/31 - \$135
    - 2<sup>nd</sup> Business Member (under same ownership) - \$75 or if paid prior to 1/31 - \$70
    - Individual Member - \$25 or if paid prior 1/31 - \$20
  - ii. Motion carried. Notices will be sent early December.

#### V. MONTHLY COMMITTEE REPORTS/UPDATES

- a. Business Recognition (*Marlinski*)
  - i. At this time all received Business Spot Light articles have been published.
  - ii. Potential options to continue this business recognition via the Hub would be to send another request for member business information to publish and/or consider reducing the amount of information requested and restrict to business name logo, hours, contact information.
  - iii. Tabled will discuss in January.
- b. Chamber-After-Hours (*Poquette*)
  - i. Uecker reported that Arlington Chamber has or will be discontinuing their chamber after hours events.
  - ii. No further discussion
- c. Chamber Project Funds (*Strobel*)
  - i. Next Grant Applications are due 04/15/2020 – Fund Distribution will be 05/15/2020
- d. Easter Egg Hunt – April 4, 2020 (*Boelter*)
  - i. No discussion
- e. Eggstravaganza (*Keithahn*)
  - i. No discussion.
- f. Gaylord Royalty (*Otto / Strobel*)
  - i. No discussion.
- g. Ghouls ‘n’ Goblins (*Weber / Marlinski*)
  - i. People’s Choice 2019: 1<sup>st</sup> The Hardware Center; 2<sup>nd</sup> Inspire Nutrition; 3<sup>rd</sup> RS Fiber; 4<sup>th</sup> First Choice Pharmacy
  - ii. Wolverine’s Choice 2019: 1<sup>st</sup> RS Fiber; 2<sup>nd</sup> The Home Store; 3<sup>rd</sup> The Hardware Center; 4<sup>th</sup> ProGrowth Bank
  - iii. Marlinski reported that she felt the event was a success. Mrs. Muelners appreciates the opportunity for her art students to judge the display.
  - iv. Marlinski will be stepping down from assisting with this event.
- h. Home for the Holidays / Santa Day / Shop Local Campaign – November 30<sup>th</sup> (*Strobel*)
  - i. Pieces are in place for 11/30. Vendor Fair at Immanuel Lutheran School organized by the Gaylord Royal Ambassadors. Santa Day (3-5:30pm) at the Gaylord Library which includes cookie decorating, craft project, story with Mrs. Claus and visits with Santa Claus. Santa will be distributing goodies bags with more healthy food options and things such as color/coloring book, ornament, etc. There will be 6 kid’s

prizes including a boy & girl bike for ages 5 to 8 and 9 to 12; trike and wagon for ages <5 There will be caroling led by Immanuel Lutheran School, free Hot Chocolate, Apple Cider and Kettle Corn will be available, and the Holiday Lighting will be held downtown at 6:00 pm.

- ii. The Gaylord Garden Club has decorated pots with Christmas greens as well as solar light sticks. These pots will be added to the downtown planters in the morning on 11/30. City staff will also be adding solar lights to the trees along Main Street. Plan to truly “light up” downtown.
- i. Lakeside Press Map (*Boelter*)
  - i. Boelter reported that she has reached out to Lakeside again.
- j. Membership (*Weber*)
  - i. No discussion.
- k. Meet Me Under the Mistletoe (*Weber*)
  - i. December 1<sup>st</sup> & 8<sup>th</sup> – 1:30 pm to 4:30 pm
  - ii. 43 trees/wreaths have registered at this time. Huge increase from 22 last year. Apostolic Church has agreed to sing and Patty Uecker will again provide the piano music. There will also be fun photo props, snacks & beverages, bake sale and donations will be accepted for the Sibley County Food Shelf and Santa’s Helpers.
  - iii. Decorating begins soon. Muchow, Riemenschneider and Goetsch will start decorating the Chamber’s tree 11/21. All volunteers welcome 6:30pm.
- l. Music-on-Main / Farmer’s Market
  - i. Final report has been submitted.
  - ii. There will be no Christmas Gala sponsored by the Music on Main committee this year. Mix up on the date. Planning to schedule with the Mankato bells group soon for 2020.
- m. New Teacher Welcome (*Boelter*)
  - i. No discussion.
- n. Plant Yourself in Gaylord & Get Growing – May 16<sup>th</sup> (*Weber/Muchow*)
  - i. Group is working on expanding this event into the evening. Weber provided a proposed budget. And following discussion agreed to increase the funds allocated to this event to \$1,000 to accommodate both the day and evening events. Plan to incorporate a progressive bus tour that will stop at designated businesses with a purchased ticket. 2 Bands will be reserved for the Legion (4pm-10pm) and Neisen’s (10pm-12am) parking lot or street by City Hall-Goldsmith Eye Care. Still working out details but board approved a \$400 payment to reserve band.
- o. Website / Social Media (*Reishus*)
  - i. Reishus updating regularly and has done a number of “boosts”. The expense, which is minor, will be allocated to the event we are promoting.

**VI. NEXT MEETING: Thursday, December 19, 2019 at 12:00pm at Gaylord Public Library**

- a. 2020 Schedule: To Be Determined

**VII. ADJOURNMENT**

- a. Meeting Adjourned

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Mary J Goetsch

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Alice Strobel, President