

January Board of Directors Meeting Minutes

Attending Members: Ashlie Guyberson (P), Regina Ciaravino (V.P), Shayla Shembarger (Treasurer), Stacy Loar-Porter (Secretary), Bernice Tretheway, Larry Wozniak, Phil Freeman, Sandra Kopach, Joe Daniel, Tom Norbey , Tiffany Moore.

Meeting Date: Tuesday, January 15, 2019

Meeting Time: 12:30 pm

Meeting Location: Coach's Bar & Grill

Meeting Topics:

1. Secretary's Report

- Review & Approval previous minutes – Reviewed December meeting minutes, correction made to meeting date. Motion to approve by Sandi, Second by Ashlie.

2. Treasurers Report

- December Treasurer report, balance as of 1/1 \$16,213.11. Motion to approve by Stacy, seconded by Sandy.

3. Open Forum.

- Annual Dinner 2/4/2019 @ Tosi's
 - Ashlie went through the format for the evening.
 - Welcome guests and thank sponsors
 - There will be a 2018 Year in Review, which include; summary of Leadership Connections event (Shayla), Candidate Open House event (Tom), United Way Give Back Night (Regina). Chamber Town Hall (Ashlie). Regina and Joe will speak to some of the new digitization the chamber has completed, Joe will focus on the website improvements. Regina will speak on the partnership with the Village of Stevensville and Phil will speak on the CTE project completed by Lakeshore School.
 - The 2019 Goals for the chamber, which include; defining chamber mission and align activities to that mission. Announce possible upcoming events. There was discussion on the timing of events, topics and/or speakers. Speak on looking into aligning with other organizations on cohesion of events. Membership communication goals and continued improvement.
 - Awards: The recipients for both awards have been contacted. Tom will contact Lakeland about presenting the Business of the Year award to the recipient. For the Community Spirit Award the board would like the person who made the

nomination to present the award to the recipient, Phil will help locate the contact information for the person.

- Joe will post a reminder on FB, Regina will send a Constant Contact reminder about RSVP deadline.
 - Ashlie will contact Tosi's to find out our leeway with guests that show up with an RSVP. We cannot guarantee a dinner for those that do not RSVP by the deadline.
 - Regina is completing the program
 - Board members need to be at Tosi's about 4:45 pm to start setting up and greet guests.
 - Sandi will make name tags
- Year End Survey
 - Ashlie has developed a membership survey that should be going out Wednesday, there was discussion on providing an incentive to complete the survey. She reminded everyone to review the draft she sent out and report any corrections or suggestions to her.
 - LCOC Designation
 - Attorney McMahon has filed the new Articles of Incorporation with the State of Michigan, they were accepted on 12/26/2018.
 - The Bylaw draft should be available for review soon.
 - Certificate of Origin
 - Regina provided 2 sample forms, one with a notary section and one without. There was discussion on the pros and cons of each, the consensus of the board was to keep the Notary section on the form.

4. New Business.

- Trade Agreement with Village
 - The board reviewed the proposed trade agreement. Regina will send to the Village for a signature.
- Strategic Planning
 - There was discussion on having a facilitator help the board develop a strategic plan for the chamber. It will assist the chamber in reviewing the mission statement and focus on what goals need to be set to meet the mission. Regina will contact a few possible facilitators and gather the cost of having a session.
 - If the board is going to hold a session it needs to be complete in the 1st quarter of the year to assist in aligning events to match our mission.

- Social Media Presence
 - \$20 a month will be added to the budget to provide fund for social media boosts for events.

Meeting Adjourned at 2:26 pm.