

September Board of Directors Meeting Minutes

Attending Members: Ashlie Guyberson (P) , Joe Daniel (V.P), Shayla Shembarger (Treasurer), Stacy Loar-Porter (Secretary), Phil Freeman, Sandi Kopach, Tom Norbey, Tiffany Moore, Lauren Potts.

Meeting Date: Tuesday, September 24, 2019

Meeting Time: 12:30 pm

Meeting Location: Village of Stevensville

Meeting Topics:

1. Secretary's Report

- Review & Approval of previous minutes – Reviewed August meeting minutes. Motion to approve by Shayla, Second by Joe.
- Received an IRS letter asking for additional information for exempt status. Stacy will send letter to Ashlie and Attorney McMahan.
- Request from Lakeshore Choirs for a sponsorship. Motion to approve a \$50 sponsorship by Ashlie, Seconded by Joe.

2. Treasurers Report

- August Treasurer report, balance as of 8/19 \$19,569.12. Motion to approve by Ashlie, seconded by Joe.
- Payment to CE has not processed Shayla will reach out. The redone award for Coachs is complete. Will ask Sandi if she wants to bring to them.
- Ashlie will speak with Larry concerning the SWMI Tourist Council services.

3. Open Forum.

- Community Fun Day
 - Went well. It had the largest attendance ever at 1200 people. Wightman & Associates, 1st Source and Lincoln Charter Township provided items for the 3 gift baskets. Several people signed up to receive emails about local events.
 - There was discussion of having a banner made for events, the chamber sign and tripod are good, but difficult to use at some events because of the wind.
- Annual Dinner Preparations
 - Joe Updated the board on the work done by the subcommittee
 - The proposed date is 1/27
 - Proposed location is Shadowland Pavillion, committee will send out food options and pricing.
 - Jason Latham, Berrien County Road Department managing director has committed to being the speaker.

- A save the date will go out through Constant Contact mid October, with formal invites going out a month before the event.
- The committee is also working on updating the sponsorship options for the event.
- There was discussion on the Business of the year and Community Spirit awards. The consensus of the board was that the focus of the celebration should be on a business and individual in the chamber that promoted and supported our community throughout the year.
- The decision was to discontinue the Business of the Year award, instead have two awards; Community Spirit Business Award and Community Spirit Person Award. Joe and the subcommittee will work on the wording for the nomination information that will be sent to the members.
- Leadership Connections Update
 - Stacy has not received a date for the LMC event, she will reach out one last time, but it was suggested to move the event to the spring after the Annual Dinner.
- Logo/Branding
 - The board discussed the option of having a logo contest to develop a new look for the chamber logo. There was concern that it would be hard to protect the design, quality will vary and given that the timing and amount of new items we need associated with the logo, it may not be the best option.
 - The decision was to send out a Request for Proposal of Service for a new logo designs for letterhead, website, marketing materials, etc. Ashlie will work with someone to develop the RFP details that will be send out. The goal is to roll out the new look at the annual meeting.
- Town Hall
 - Ashlie will send a letter to those that attended the Townhall Meeting held last November. The letter will state the changes/additions/developments that have been made in the last year within the chamber as a result of the concerns/questions the attendees brought to the board. The letter will also include an invite to the Annual Dinner.

Meeting Adjourned at 2:35 pm.