

**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

## **Agenda**

### **Call to order by President, Tom Bloom**

#### **1. Consideration of:** *(Approval)*

- a) Board of Directors January 25, 2018 Agenda
- b) Board of Directors December 21, 2017 Minutes

#### **2. Financial Reports—** *(Discussion & Approval)*

- a) December - Accounts Receivable, Balance Sheet, & Profit & Loss Statement
- b) Year End Financial Review

#### **3. Director's report—Eric Hortness**

- a) Briefing of Chamber activities, upcoming events, ED activity, and membership
- b) 2017 Year End Membership Status – 330 Members

#### **4. Old Business**

- a) Individual Board Photos for Newsletter/Website
- b) Endowed Scholarship Contribution
  - \$2,000 check and letter was provided to DSU Foundation on 12/29/17 for inclusion in the 2017-18 endowment cumulative contribution for scholarship calculations.

#### **5. New Business**

- a) New Board Initial Meeting Information & Assignments for 2018
  - By-Laws
  - Commitment Statement & Terms
  - GMACC Policies
  - Board Expectations/Responsibilities
  - Committee Assignment
  - Newsletter Assignment
- b) GMACC Board of Directors Meeting Dates, Day and Time (By-Laws require one meeting per month)
- c) 2018 SD Tourism Conference Jan. 17-19 in Pierre – Review Hortness/Storm
- d) 2017 Media Annual Contracts
  - KJAM Radio
  - Madison Daily Leader
- e) 2018 Madison/DSU Hosts the Legislature – January 30
- f) 2018 Membership Update

#### **6. Consideration of standing committee meeting minutes:** *(Discussion & Approval)*

Review of Committee Minutes: Ag, Education, Community Promotions

#### **7. Ex-Officio Reports:**

- a) Kari Blom - Lake Area Improvement Corporation
- b) Kelli Wollman or Designee- Lake County, Commissioner
- c) Aaron Walter- The Community Center
- d) SFC John Anderson – 211<sup>th</sup> Engineering Co.

#### **8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)**

- a) **BoD Article – Tom Bloom & Adam Shaw**    **Deadline:** February 16, 2018    **Publication Date:** March 16, 2018

#### **9. Next Chamber Board of Directors Meeting:** Thursday, February 15, 2017

#### **10. Adjournment**

**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

## **Minutes**

**Meeting was called to order at 7:05 AM by President, Tom Bloom**

**Members Present:** Tom Bloom – President, Adam Shaw- Vice President, Daniel Buresh- Treasurer, Sara Wardner, Liz Avery, Kevin Jaspers, Sharon Patch, Stacy Krusemark

**Members Absent:** Vicki Kommes and Lisa Schaefer

**Staff Present:** Eric Hortness – Executive Director, Danielle Manthey- Office Manager, Courtney Storm – Promotions & Committee Coordinator

1. **Consideration of:** (Approval)

c) Board of Directors January 25, 2018 Agenda

**Motion:** Shaw motioned to approve the January Board of Directors Agenda as presented and Jaspers seconded. **Motion Carried.**

d) Board of Directors December 21, 2017 Minutes

**Motion:** Avery motioned to approve the December Board of Directors Minutes as presented and Jaspers seconded. **Motion Carried.**

2. **Financial Reports—** (Discussion & Approval)

c) December - Accounts Receivable, Balance Sheet, & Profit & Loss Statement

d) Year End Financial Review

e) The Profit & Loss currently reflects a net income of -\$3063.32 but the following changes will be made on Friday. Bringing the adjusted total to \$542.68

- 2016 Chamber Bucks Write Off \$4500
- Manitou invoiced amount changed from \$1133 to \$689. Change made for number of FTE employees. (-\$444). Dustin informed Eric the 2018 invoice has been submitted.
- Be-Bop Bobi Long Haul Write Off \$150 (-\$150). Retired business in July/August of 2017 and joined in June. Will write-off and reflect 2017 Financials.
- 2017 Sale Barn Bill received Saturday for \$300 (-\$300)
- Leaned In Cross Fit will be paying today at 11 am.
- Ace Hardware – billed Vermillion per Lue's request, still waiting on payment

**Motion:** Jaspers motioned to approve the December Financial Reports as presented and Patch seconded. **Motion Carried.**

3. **Director's report—Eric Hortness**

c) Briefing of Chamber activities, upcoming events, ED activity, and membership

- Madison Physical Therapy Ribbon Cutting January 10
- Tourism Conference in Pierre January 16-19. Hortness and Storm attended.
- Sale Barn Appreciation January 20. Was unfortunately double booked. Date is locked down for next year.
- Pheasant Fest February 16-18 in Sioux Falls. Hortness checked with a few members about going in on a booth, but no interest. Hortness will be attending with SESD and handing out information.
- MDHL Tuesday, January 30.
- Bowling for Business February 26 (2 Sessions)
- Upcoming Ribbon Cutting for Northwestern Mutual, date yet to be determined
- DSU unveiling athletic facility plans, February 7<sup>th</sup> at The Beacom 5:30 pm (Send out reminder)
- State Baseball Tournaments – received bid. Using Thue and Baughman. 30 teams, over 300 kids playing, will bring over 1000 bystanders into town. Chamber will put bags together, most of the organization will be done by the leagues. July 13-15
- New Member: Thompson Farms
- Hortness asked that the board about not count the combination of DSU and DSU Foundation and St. Thomas School/Church affect total numbers used for year-end bonuses.
- 2018 Memberships: 192 Paid and 134 unpaid to date.
- New printer/copier in office. Old 3 year lease ended. Signed a 5 year lease on new machine, with cheaper printing and monthly contract cost.
- \$51,325 in MadMoney loaded in 2017. Up \$2224.39 compared to 2016
- \$73,252.39 Chamber Bucks/MadMoney used in 2017. Up \$2,224.39 compared to 2016
- Jaspers asked about adding Kiosks at DSU or gas stations in town at some point. It is an option that we could look more into in the next few months. Avery suggested selling at the DSU Bookstore. Jaspers noted that the point of changing to the Gift Card was to get more exposure.
- Madison Country Club would like to add "Anyone that is a new member at the golf course and works for a Chamber Member will get 30% off golf membership." Board liked the idea.
- Heartland will be coming to do a free energy audit of the building, hoping to get some answers as to why there is such a temperature difference between the office and community room.
- A few of the depot windows are cracked. The city will be fixing them.

- Bloom mentioned to the board that at ribbon cuttings and other member events we need to work on getting better board representation.

d) 2017 Year End Membership Status – 328 Members

#### 4. Old Business

c) Individual Board Photos for Newsletter/Website

- Photos were taken of all present board members. Kommes and Schaefer will have their photos taken at a later date.

d) Endowed Scholarship Contribution

- \$2,000 check and letter was provided to DSU Foundation on 12/29/17 for inclusion in the 2017-18 endowment cumulative contribution for scholarship calculations.

#### 5. New Business

g) New Board Initial Meeting Information & Assignments for 2018

- By-Laws – presented to all board members
- Commitment Statement & Terms
  - All board members need to sign and return to Staff
- GMACC Policies - presented to all board members
- Board Expectations/Responsibilities – presented to all board members
- Committee Assignment – presented to all board members
  - Ag – Bloom and Jaspers
  - Community Promotions – Patch and Schaefer
  - Diplomats – Sara Wardner
  - Education – Vicki Kommes
  - Government – Buresh and Bloom
  - Leadership – Shaw and Krusemark
  - Rec & Tourny – Buresh and Avery
- Newsletter Assignment – presented to all board members
  - March 16, 2018 – Bloom and Shaw
  - June 15, 2018 – Kommes
  - September 14, 2018 – Avery
  - December 14, 2018 - Krusemark

h) GMACC Board of Directors Meeting Dates, Day and Time (By-Laws require one meeting per month)

- Currently meeting the 3<sup>rd</sup> Thursday of every month. Board decided to keep meetings the same and handle on a month to month basis depending on how many are not able to attend.
- Adam will be gone in February
- March 15, 2018 – officers only meet due to state basketball. The Annual Meeting on March 20<sup>th</sup> will count as the monthly board meeting.

i) 2018 SD Tourism Conference Jan. 17-19 in Pierre – Review Hortness/Storm

- Covered in Executive Report
- Hortness added that most of the Tourism dollars go to West River, he asked if more of those dollars would ever go to East River and they will not due to most of the tourism is out west.

j) 2017 Media Annual Contracts

- KJAM Radio
  - Live on AM/FM every morning
  - Chamber has so many unsold ads, these can be given to members who have an upcoming Ribbon Cutting or are a new member to promote their business and as an additional benefit of membership.
  - Banner ad on KJAM website. Can be changed out for events.
  - Hortness recommends keeping radio contract as is. \$930 a month, \$11,160 a year.
  - Board approves to keep the same KJAM Radio Contract for 2018.
- Madison Daily Leader
  - \$4,500 same as last year. Does not make sense to drop down or increase, so will stay the same.
  - Board approves to keep the same Madison Daily Leader Contract for 2018.

k) 2018 Madison/DSU Hosts the Legislature – January 30

- Day full of events. Bus ride, tours, reception.
- Hortness invited any board members who have not attended to join us.
- 30 riding the bus currently. Bloom noted he will be attending and has an additional spot open.

l) 2018 Membership Update

- Melissa Lock – Dropped | Thompson Farms – Gained
- St. Thomas Church – Combined with St. Thomas School

- DSU Foundation – Combined with DSU
- Stone's Famous Kettle Corn – Dropped (did not see benefit)
- Be-Bop Bobi Long Haul – Dropped (no longer in business)

## 6. Consideration of standing committee meeting minutes: *(Discussion & Approval)*

Review of Committee Minutes: Ag, Education, Community Promotions

**Motion:** *Wardner motioned to approve the standing committee minutes as presented and Avery seconded.*

**Motion Carried.**

## 7. Ex-Officio Reports:

e) Kari Blom - Lake Area Improvement Corporation

- Currently working on year-end audit
- Promoting job page on website, offering to post jobs for businesses. Also, updating properties on website.
- Illinois Blitz – Announced by GOED for May 21-25, 2018. Details for the May blitz are being hammered out and will be announced at a later date. Hortness added that Illinois is the target because they have a high percentage of graduates leaving the state. The idea is to acquire the new graduates to move to South Dakota.
- ESL (English as a Second Language) – started sessions. Anywhere from 12-20 students. Multiple languages in classes, open to anyone who wants to better their English. Always taking volunteers to teach or to assist the current teachers.
- Discussing 4 corner intersection by Prostrillos. Lanes do not line up and the intersection is very congested during certain hours which is a major safety concern. Since HWY 34 will be under construction in spring, LAIC is working with DOT to address the issue so that it is corrected during construction.
- Blom presented a map print out of the properties for sale in the industrial park. Some have infrastructure and some do not.
- SD Certified with the state of SD. Just recently submitted data with soil samples and are waiting to be recertified.
- Very excited for LAIC New Executive Director – Rory Maynard to start. He is from Deadwood, and currently lives in Spearfish, his wives' family is from Arlington and they will be moving to Madison. Will be starting February 1<sup>st</sup>.
- Board would like to introduce Rory at the GMACC Annual Member Recognition on March 20<sup>th</sup>.

f) Kelli Wollman or Designee- Lake County, Commissioner (NO REPORT)

g) Aaron Walter- The Community Center

- Changed membership structure last year.
- Goal for this year was to allow more capability for members.
- Technology upgrades made. Can schedule training sessions online.
- Great response from community with Training Membership.
- Wonderful year, highest membership contracts we have ever had. 3354 total members.
- Offering events out to the public. Triathlon June 2<sup>nd</sup> (anywhere from 110-150 participants), hoping to increase this year. Working on some new event ideas this summer, will provide more info to the Chamber as decisions are made and we approach those dates.
- October 1, 2000 is when The Community Center opened. Blom asked about updates and maintenance that is needed. Walter noted that air conditioning was replaced last year, repaved parking lot last year, 2010-11 replaced water heaters, boiler systems. There will be future projects coming up as well.
- 3:30-6 pm is peak time. Due to kids being picked up and community members coming after work.
- Jaspers asked how far a radius membership pull from. Walter stated there are approximately 200 contracts outside of Lake County (Dell Rapids, Salem, Howard to name a few)
- Walter noted that he will plan on sending Jory Knutson to future meetings. The Community Center's board meeting is also on the 3<sup>rd</sup> Thursday of every month so it is difficult for him to attend.

h) SFC John Anderson – 211<sup>th</sup> Engineering Co.

- Apologized for not attending the last few months, he has been out of town
- Indoor medical training has been going on during the winter months
- April FTX – field training exercise here or in Pierre
- June annual training in Wyoming
- September – (2<sup>nd</sup> weekend) unit showcase at Reinecke's Gravel Pit. New this year, trying to get people from the community to come see what they do with a meal afterwards.
- Full unit – approximately 135
- Majority of students join because part of their schooling is paid for. Have a 50% retention rate.

- Students can join when they are a Junior in High School. Send them to the RSP program in Sioux Falls where kids go to see what it is like in basic training.
- For every year deployed you can earn another year of college benefits and you are then able to use yourself or give that college time to your children.
- South Dakota does very good for recruitment. Not the same in all other states.

**8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)**

a) **BoD Article – Tom Bloom & Adam Shaw**    **Deadline:** February 16, 2018    **Publication Date:** March 16, 2018

**9. Next Chamber Board of Directors Meeting:** Thursday, February 15, 2017

**10. Adjournment:** *Shaw motioned to adjourn the meeting at 8:45 am and Patch seconded. Motion Carried.*

**Minutes Prepared By:** Danielle Manthey – GMACC Office Manager

**MISSION STATEMENT:** *“To promote our members, the community, and economic development resulting in a better quality of life.”*

**Agenda**

**Call to order by President, Tom Bloom**

**1. Consideration of:** *(Approval)*

- a) Board of Directors February 21, 2019 Agenda
- b) Board of Directors January 24, 2019 Minutes

**2. Financial Reports—** *(Discussion & Approval)*

- a) January- Accounts Receivable, Balance Sheet, & Profit & Loss Statement
- b) Year End Financial Review – Updates
- c) 2019 Membership Update

**3. Director’s report—Eric Hortness**

- a) Briefing of Chamber activities, upcoming events, ED activity, and membership

**4. Old Business**

- a) Inflatables Proposal
- b) Tiered Membership Update
- c) Tru Shrimp Update
- d) 2019 Madison/DSU Hosts the Legislature – January 29
- e) 2019 Media Annual Contracts
  - KJAM Radio
  - Madison Daily Leader

f) New Board Initial Meeting Information & Assignments for 2019

- By-Laws
- Commitment Statement & Terms
- GMACC Policies
- Board Expectations/Responsibilities
- Committee Assignment
- Newsletter Assignment

**5. New Business**

- a) 2019 Madison Area Guide Plan & Coupons
- b) Cracker Barrel
- c) GMACC Endowed Scholarship 2019-20 Application
- d) Annual Member Recognition Mixer – March 25, 2019

**6. Consideration of standing committee meeting minutes: (Discussion & Approval)**

Review of Committee Minutes: Ag, Education, Rec & Tourney

**7. Ex-Officio Reports:**

- a) Robert Thill – City of Madison
- b) Dr. Jose Marie Griffiths – Dakota State University
- c) Joel Jorgenson – Madison Central School District

**8. Newsletter submission for Quarter 2: (bi-monthly BoD article included in each newsletter)**

- a) **BoD Article – Sara Wardner**                      **Deadline:** March 15, 2019                      **Publication Date:** April 12, 2019

**9. Next Chamber Board of Directors Meeting: NO MEETING**

Annual Member Recognition Mixer will count as March meeting – Tuesday, March 25, 2019  
Dakota Prairie Playhouse 5 - 7 PM

**10. Adjournment**

**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

**Minutes**

**Members Present:** Tom Bloom – President, Adam Shaw- Vice President, Daniel Buresh- Treasurer, Kevin Jaspers, Liz Avery, Lisa Schaefer, Derek Dudley, Sara Wardner, Stacy Krusemark

**Members Absent:** Sharon Patch

**Staff Present:** Eric Hortness – Executive Director, Danielle Manthey – Office Manager, Megan Bousquet – New Office Manager, and Courtney Storm – Promotions & Committee Coordinator

**Called to order at 7:04 AM by President, Tom Bloom**

**1. Consideration of: (Approval)**

- c) Board of Directors February 21, 2018 Agenda

**Motion:** Avery motioned to approve the February Agenda as presented and Wardner seconded. **Motion Carried.**

- d) Board of Directors January 25, 2018 Minutes

**Motion:** Buresh motioned to approve the January Minutes as presented and Wardner seconded. **Motion Carried.**

**2. Financial Reports— (Discussion & Approval)**

- d) January- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

- Hortness noted that those in red were received after January 31<sup>st</sup> and those in blue are potential write offs.

**Motion:** Jaspers motioned to approve the January Financial Reports as presented and Shaw seconded. **Motion Carried.**

- e) Year End Financial Review – Updates

- Final end of year net income is \$542.68
- Had 2016 Chamber Buck write-off of \$3606. Wrote off \$444 of Manitou's membership and \$150 for Be-Bop Bobi Long Haul
- Jaspers noted that with the change to the gift card we will no longer have the write-off.

- f) 2018 Membership Update

- \$20,095 still owed in membership dues. Compared to last year we were at \$54,000 still owed. Doing very well.
- 58 members left to renew

### 3. Director's report—Eric Hortness

- b) Briefing of Chamber activities, upcoming events, ED activity, and membership
- MDHL – smaller group than years past. Toured the Cultural Heritage Museum which was very nice. Small turnout of legislatures at reception. Got back early at 10:15.
  - Cracker Barrel – interesting comments made. Good turnout, estimate of 50-60 people.
  - Northwestern Mutual Ribbon Cutting – great turnout.
  - Bowling for Business – Monday, February 26<sup>th</sup>, 12 teams for 1<sup>st</sup> session and 9 teams for 2<sup>nd</sup> session. Last year we had 12 teams and 21 this year.
  - Leadership Madison Graduation – March 13<sup>th</sup> at Dakota Prairie Playhouse. Leadership Madison committee plans to regroup after graduation to re-asses the program. Bloom noted that he thinks it is a great program.
  - Annual Member Recognition Mixer – March 20<sup>th</sup> from 5-7 at the Playhouse (Wardner will not be there)
  - Storm and Hortness attended the DSU Athletic Facility Unveiling – video is on DSU Website, Hortness suggested if anyone hasn't seen it to go check it out, it is pretty amazing.
  - Pheasant Fest in Sioux Falls, SD – Hortness attended with Southeast SD Tourism – handed out Madison Area Guides. Lots and lots of people with a vary wide array of booths. First time it has ever been in South Dakota.
  - Hortness to attend Chamber Business Day in Pierre with new LAIC Director Rory Maynard Thursday, February 22<sup>nd</sup>.
  - Hortness has been busy finding a new Office Manager to replace Manthey.
  - Dropped Members (Be-Bop Bobi Long Haul- company no longer exists, DSU Foundation- Combined with DSU, Melissa Lock-replaced with Thompson Farms, Peterson Farms Seed- Rob Thuringer is no longer with company, St. Thomas Aquinas School- combined with St. Thomas Church, Stones Famous Kettle Corn- not worth the investment, Sarah Wyant- no reason given, Mochavino – being sold, should join back, Always Tan – business is for sale)
  - Office has received the SD Great Service Star Award for 8<sup>th</sup> straight year.
  - New hotel bill update – passed the house yesterday will go through senate tomorrow. Deciding on a management company this week.
  - An appreciation plaque was presented to Office Manager – Danielle Manthey.

### 4. Old Business

- a) Welcome new Board Member – Derek Dudley, IT Director at Madison Regional Health System
- Grew up in Colman, went to school in Sioux Falls and finished in New York.
  - 4 kids, moved to Madison 3 years ago. Has been at the hospital for 6 years now.
  - New Contact Sheet given to all present board members
  - Newsletter Assignments – Kommes was removed from the Newsletter assignment list, all names moved up and Derek added to the end
  - Committee Assignments – Dudley will review what all of the committees do and make a decision if he is interested in filling Kommes's position on the Education committee
- b) MDHL Review – addressed in Director's Report above. Hortness added that the group of MHS students that attended were very responsive and asked a lot of questions. All representatives were excited about all of the LM projects that were presented at the luncheon. Avery noted that the LM participants that work at East River thoroughly enjoy the program.

### 5. New Business

- e) *NEW BOARD PHOTO will be taken at April meeting when all board members are present. No March meeting as the Annual Member Recognition Mixer is the replacement and Wardner will be gone.*
- f) Office Manager Search Status
- Over-time for Storm during transition process. Hortness added that extra hours will not be necessary.
  - New Office Manager Megan Bousquet started Tuesday, February 20<sup>th</sup>.
  - Manthey's last day will be Friday, February 23<sup>rd</sup>. Manthey has accepted a position in Sioux Falls and will be moving.
  - Megan will be hear today at 8 to introduce herself. Megan gave a short introduction. Board welcomed her and introduced themselves.
- g) 2018 Madison Area Guide Plan & Coupons
- Will go to print March 16<sup>th</sup>

- Storm is designing the entire newsletter instead of Leader Printing designing. Leader printing will still print all of the copies. Will save a lot of time going back and forth with the Leader. Will save cost on the design time they have put in in the past.
  - Have quite a few new ads this year.
  - Using InDesign as the design program.
  - We did increase pricing this year and we have had no kick back from anyone. Members are also receiving additional benefits with advertising in the Area Guide.
- h) Insurance Bids
- Hortness asked the boards opinion on sending out a request for bids for insurance to all Chamber member insurance companies. Currently have insurance through First Madison Insurance.
- i) Internet/Phone Provider Bids
- Hortness asked the boards opinion on sending out a request for bids for Phone & Internet to all Chamber member companies. Currently have Midco as a provider.
- j) Cracker Barrel Overview
- Hortness addressed in the Directors Report above.
  - Next Candidate forum with be City Commission & School Board on April 4<sup>th</sup> at 7 pm at the High School
- k) 2018-19 Endowed Scholarship Application
- Emailed copies out to the board with packet.
  - Manthey noted that one person has already reached out for an application
- l) Annual Member Recognition Mixer – March 20, 2018
- Covered above in Directors Report
  - Hortness added that DJ Double A will be DJ the event
  - Officers will decide on Distinguished Service Award Recipient
- m) Business Credit Card
- Hortness asked the boards opinion on getting an office credit card.
  - Jaspers noted that it would be safer to use a credit card instead of a debit card
  - Wardner added to be careful when paying online as sometimes they charge additional fees.
  - First Bank & Trust has great rewards.
  - Hortness suggested taking Great Western Money Market Account balance or partial balance and moving to a new account at the Credit Unions to have them involved. Board thought this was a great idea.
- n) Membership Drive/Letter
- Hortness noted that we plan on putting together a letter to all dropped members asking to rejoin and to all potential members.
  - Approximately 50 members on list. Bloom added that it would be interesting to see the list, he would like the list sent out in an email.

## 6. Consideration of standing committee meeting minutes: (Discussion & Approval)

Review of Committee Minutes: Ag, Education, Rec & Tourney

**Motion:** Wardner motioned to approve the standing committee minutes as presented and Avery seconded.

### **Motion Carried.**

- Bloom added that Ag will be doing a scholarship this year which is something new. Have to be an FFA member and have to be going into a post-secondary ag degree.
- Jaspers added that March is National Ag Week, will be educational for the community.

## 7. Ex-Officio Reports:

d) Robert Thill – City of Madison

- NO REPORT

e) Dr. Jose Marie Griffiths – Dakota State University

- Tom Bloom introduced new board member Derek Dudley and new Office Manager Megan Bousquet
- Legislative Session – demolition approved for Lowry hall. Final approval on Friday afternoon. Should be stacking out the area soon. Should start demo in March.
- Renovated first main for of Library for Lowry hall to move to during construction
- Athletics master plan announced. Multiple components – enrollment strategy, sports expansion (new sports – golf, soccer and e-sports to name a few), and academic expansion related to sports. Facilities plan – can see on the DSU website.
- Curriculum developments to present to Board of Regents at next meeting.
- New program rankings – done by independent agencies. DSU has done very well. Two number one ranked programs.
- Introducing new military rate. Discounted tuition for all active military members.
- Scholarship dollars are doing very well.



- Legislature budget hearing, added SDPASS program with an emphasis to stay relevant. For high schoolers, those who are underemployed or those who want a career change.
- f) Joel Jorgenson – Madison Central School District
- Dr. Koch received Middle School Teacher of the Year
  - Legislative session – have spent a lot of time out in Pierre.
  - Fun couple of weeks – food service review, state audit reviews the next day. Both went well and review well really well.
  - Request for proposals for food service. Usually receive from 3 different vendors. 5-year contract, renewed every year.
  - Employee hire – can apply online on the MCSD website. Quite a few more applications this year compared to last year with the easier process. Shaw added that the increased applications could be due to the increase in teacher pay and the amazing facility and people we have in Madison.
  - Approximately 10 openings this year.
  - Winter sports wrapping up. Gymnastics done, wrestling done this weekend.
- g) Rory Maynard – Lake Area Improvement Corporation
- Came in the office to introduce himself

**8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)**

a) **BoD Article – Liz Avery**      **Deadline:** May 18, 2018      **Publication Date:** June 15, 2018

**9. Next Chamber Board of Directors Meeting: NO MEETING**

Annual Member Recognition Mixer will count as March meeting – Tuesday, March 20, 2018  
Dakota Prairie Playhouse 5 - 7 PM

**10. Adjournment:** *Shaw motioned to adjourn the meeting at 9:00 AM. Motion Carried.*

**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

## **Agenda**

### **Call to order by President, Tom Bloom**

#### **1. Consideration of:** *(Approval)*

- e) Board of Directors April 19, 2018 Agenda
- f) Board of Directors February 21, 2018 Minutes

#### **2. Financial Reports—** *(Discussion & Approval)*

- g) February/March- Accounts Receivable, Balance Sheet, & Profit & Loss Statement
- h) 2018 Membership Update

#### **3. Director's report—Eric Hortness**

- c) Briefing of Chamber activities, upcoming events, ED activity, and membership

#### **4. Old Business**

- o) *NEW BOARD PHOTO*
- p) Internet/Phone Provider Bids Update
- q) GMACC Endowed Scholarship 2017-18 Application Update
- r) Business Credit Card Update - By-law change

#### **5. New Business**

- a) Annual Member Recognition Mixer – March 26, 2018 Review
- b) National Ag Week
- c) Bowling for Business Income/Expense & Review
- d) Candidate Forum
- e) 1<sup>st</sup> Quarterly 2017-18 Income Expense Comparison

#### **6. Consideration of standing committee meeting minutes:** *(Discussion & Approval)*

Review of Committee Minutes: February: Rec & Tourney March: Ag, Education, Community Promo, and Rec & tourney April: Education, Ag, Community Promo

#### **7. Ex-Officio Reports:**

- h) Rory Maynard – Lake Area Improvement Corporation
- i) Kelli Wollman – Lake County Commissioner
- j) Jory Kunzman – The Community Center
- k) SFC John Anderson – 211<sup>th</sup> Engineering Co.

#### **8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)**

- a) **BoD Article – Liz Avery**      **Deadline:** May 18, 2018      **Publication Date:** June 15, 2018

**9. Next Chamber Board of Directors Meeting:** May, 17<sup>th</sup>, 2018 at 7:00 AM in the Depot

#### **10. Adjournment**

**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

## Minutes

### Called to order at 7:03 AM

**Members Present:** Tom Bloom- President, Adam Shaw- Vice President, Daniel Buresh- Treasurer, Kevin Jaspers, Liz Avery, Derek Dudley, Sara Wardner, Stacy Krusemark, Sharon Patch

**Members Absent:** Lisa Schaefer

**Staff Present:** Eric Hortness – Executive Director, Megan Bousquet – Office Manager, Courtney Storm – Promotions & Committee Coordinator

#### 1. Consideration of: (Approval)

g) Board of Directors April 19, 2018 Agenda

**Motion:** Liz Avery motioned to approve the April agenda as presented and Adam Shaw seconded. **Motion carried.**

h) Board of Directors February 21, 2018 Minutes

**Motion:** Dan Buresh motioned to approve the February minutes as presented and Derek Dudley seconded. **Motion carried.**

#### 2. Financial Reports— (Discussion & Approval)

i) February/March- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

**Motion:** Adam Shaw motioned to approve the February/March financial reports as presented and Stacy Krusemark seconded. **Motion carried.**

j) 2018 Membership Update

- 27 left to renew, most are the same people we had to track down last year. Always tan, Q-set, All Around Line Striping, The Bunkhouse, and Leibel Law Firm have dropped.
- Salon Indulgence will be closing the board discussed refunding her dues and decided against refunding. Salon Indulgence has the option to come in and plead her case.
- Prestige has been dropped due to insurance fraud scam.
- New members are Sundog Coffee, Strive 605 Nutrition, Slydog, My Sweet Pickles, and Casanova Cove Canvas.

#### 3. Director's report—Eric Hortness

d) Briefing of Chamber activities, upcoming events, ED activity, and membership

- Leadership Madison is meeting today to decide on a path to continue. The mixer went well.
- Upcoming activities:
  - Priority Real Estate ribbon cutting has been cancelled/postponed due to problems with corporate.
  - Mace conference is the first week of May. Courtney and Eric will be attending.
- Downtown Friday nights is a new event the Chamber is considering starting in Sumer 2019. It would run through a firm in Spearfish. It would be 6-9 PM and the main income would be beer sales. Eric has talked to city commissioners and police chief. The main difference between this and street dance is the time of day. It would be Tuesday running from the Fourth of July to Labor Day. Expectations are 400-500 people a week and then it would grow each year. Expect push back from bars at first. Possibly put a committee together of downtown businesses. Thoughts with the beer sales is to partner with nonprofit. They would be in charge of the beer tent and the inflatables and would get a portion of beer sales in return. Talked about the possibility of buying inflatables and then renting them out when not in use to make the money back on them.

#### 4. Old Business

s) NEW BOARD PHOTO

- Pushed back missing one board member

t) Internet/Phone Provider Bids Update

- Midco contract runs out in August. Eric will be putting out a request to bid to chamber members this month
- u) GMACC Endowed Scholarship 2017-18 Application Update
  - Three applicants so far and deadline is tomorrow. Foundation will select the winner.
- v) Business Credit Card Update - By-law change
  - Eric has gotten information from banks and credit unions. Before we go forward we will need to make a change to Article 9 section 1 in the bylaws. Change to "check, debit card, and credit card". Our current debit card is through Wells Fargo and is linked to the checking account. We will need to amend the bylaws and then have a vote at the next board meeting. Must be a 2/3<sup>rd</sup> vote at the board meeting. The amendment will be in the next Monday Minute and then will be voted on at the next board meeting. Change to "check, debit card, or credit card". No motion needed at this time.

## 5. New Business

- f) Annual Member Recognition Mixer – March 26, 2018 Review
  - 62 signed in plus approximately 20 more that didn't. Started a little late and got done earlier than planned.
  - Feedback: Julie was very thankful for the award. Eric's speech was commended by several members. Relaxed atmosphere, short program, and music. The only downside was having to tell the DJ to turn down the music several times.
- g) National Ag Week
  - Kevin updated. Educational tents were put up at restaurants, KJAM did an update, and there was an article in the paper. This year's aim was to educate. Go to [hungerforthetruth.com](http://hungerforthetruth.com) for more information. It weeds through misinformation surrounding farming and GMOs. Ag in the classroom is still in progress. There is a lesson on hogs and what they provide.
  - Stormy Mette and Ethan Garrets were selected for the ag committee scholarship
- h) Bowling for Business Income/Expense & Review
  - This year we added a second session and ended up with 21 teams. \$200 more in income. The goal is to fill up both sessions for next year. We did games and door prizes. People really enjoyed it.
- i) Candidate Forum
  - The turn out was about 50-60 people. Seven questions were asked. 10 were submitted. The candidates were pleased with how it went. John Hunter did a good job moderating.
- j) 1<sup>st</sup> Quarterly 2017-18 Income Expense Comparison
  - There are fundraisers that were done first quarter last year that will be done second quarter this year. We will have a better view on everything second quarter. Liability insurance has gone up. Committee activity income is up but most of the events haven't happened yet.

## 6. Consideration of standing committee meeting minutes: *(Discussion & Approval)*

Review of Committee Minutes: February: Rec & Tourney March: Ag, Education, Community Promo, and Rec & tourney April: Education, Ag, Community Promo

**Motion:** Kevin Jaspers motioned to approve the standing committee minutes as presented and Liz Avery seconded. **Motion carried.**

## 7. Ex-Officio Reports:

- l) Jory Kunzman – The Community Center
  - New summer brochures are out. Registration was on Tuesday at 6 PM. The brochures will be going out to all of the local schools. Swimming lessons registration will open on April 24<sup>th</sup> at 6 PM. Cross edge classes will be expanding with new class times. Iron weight lifting club will be starting this summer for ages 10-13. Dual swim partnership will continue this summer. Triathlon is the first Saturday in June- volunteers get t-shirt and donuts; need about 50 to make the event work.
- m) SFC John Anderson – 211<sup>th</sup> Engineering Co.
  - April has been busy. Mobility, counter mobility, and survivability are the main focuses right now. 4 different platoons currently. Friday night they did a triage scenario. May will have a dining out and an annual training prep. Annual training will be in Wyoming this year. It will be a quiet summer. Will help set up for discovery day. XECT will happen in Texas in September of 2019. June of 2020 they will be in California for NCT. Only combat unit in the state so they don't have a problem with recruitment (125%). National guard will be able to help with the little league tournament this year.
- n) Kelli Wollmann – Lake County
  - Kelli was unable to attend so she sent a report read by Courtney Storm. On April 3<sup>rd</sup> they hosted their 6<sup>th</sup> annual national county government month tour at the court house. The third-grade classes were in attendance. They explained how the county works and although it is challenging to explain on a child's level, all went well. May 1<sup>st</sup> is weather awareness month. The All Call Pager Tone was installed for Wentworth Rescue and all Lake County Rural and City Fire Departments. Hundreds of smoke detectors

are being distributed throughout the county. The Madison Public Library has a new "Teen Area" with state of the art equipment. Lake County 4-H has a very busy summer. They have made a brochure filled with events and workshops that can be picked up at the 4-H building in town.

**8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)**

a) **BoD Article – Liz Avery**      **Deadline:** May 18, 2018      **Publication Date:** June 15, 2018

**9. Next Chamber Board of Directors Meeting:** May, 17<sup>th</sup>, 2018 at 7:00 AM in the Depot

**10. Adjournment:** Adam Shaw motioned to adjourn the meeting at 8:46 AM. **Motion carried.**

**MISSION STATEMENT:** *"To promote our members, the community, and economic development resulting in a better quality of life."*

**Agenda**

**Call to order by President, Tom Bloom**

1. **Consideration of:** *(Approval)*

i) Board of Directors May 17, 2018 Agenda

j) Board of Directors April 19, 2018 Minutes

## **2. Financial Reports—** *(Discussion & Approval)*

k) April- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

## **3. Director's report—Eric Hortness**

e) Briefing of Chamber activities, upcoming events, ED activity, and membership

## **4. Old Business**

w) NEW BOARD PHOTO

x) GMACC Endowed Scholarship 2017-18 Recipients

y) Business Credit Card Update - By-law change

## **5. New Business**

a) Discovery Day expenditure request

b) Chamber Golf Classic – June 15th

c) MACE Conference

d) Prairie Village season passes

e) Area Guide update

f) Leadership Madison update

g) Handling of Political Requests

h) Transferring of Membership

## **6. Consideration of standing committee meeting minutes:** *(Discussion & Approval)*

Review of Committee Minutes: Leadership Madison,

## **7. Ex-Officio Reports:**

a) Robert Thill – City of Madison

b) Dr. Jose'-Marie Griffiths – Dakota State University

c) Joel Jorgenson – Madison Central School District

## **8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)**

a) **BoD Article – Liz Avery**      **Deadline:** May 18, 2018      **Publication Date:** June 15, 2018

## **9. Next Chamber Board of Directors Meeting:** June 21, 2018 at 7:00 AM in the Depot

## **10. Adjournment**

**MISSION STATEMENT:** *"To promote our members, the community, and economic development resulting in a better quality of life."*

**Minutes:** Thursday, May 17, 2018

**Meeting called to order at 7:03 AM**

**Members Present:** Tom Bloom – President, Adam Shaw – Vice President, Daniel Buresh – Treasurer, Liz Avery, Stacy Krusemark, Sharon Patch, Kevin Jaspers

**Members Absent:** Derek Dudley, Sara Wardner, Lisa Schaefer

**Staff Present:** Eric Hortness – Executive Director, Courtney Storm – Promotions & Committees Coordinator, Megan Bousquet – Office Manager

## **1. Consideration of:** *(Approval)*

k) Board of Directors May 17, 2018 Agenda

**Motion:** Sharon Patch motioned to approve the May Agenda as presented and Stacy Krusemark seconded.

**Motion carried.**

l) Board of Directors April 19, 2018 Minutes

**Motion:** Dan Buresh motioned to approve the April Minutes as presented and Liz Avery seconded. **Motion carried.**

## 2. Financial Reports— (Discussion & Approval)

l) April- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

**Motion:** Kevin Jaspers motioned to approve the April Financial Reports as presented and Dan Buresh seconded.

**Motion carried.**

- Discussed area guide income expense this year. The income has gone up due to selling more ads and cost is down due to Courtney Storm designing this year. A grant from SESD will be coming in later this month to cover some promotion costs. Also discussed membership dues and write-offs.

## 3. Director's report—Eric Hortness

a) Briefing of Chamber activities, upcoming events, ED activity, and membership

- I. Sundog's open house is tonight from 5-7 pm with the ribbon cutting at 5:30 PM.
- II. Bull riding is June 8 out at Prairie Village.
- III. Golf classic currently has 30 teams committed to sign up for 2018. Eric offered spots to people who had teams last year first. Online registration will open later this month. The limit is 36 teams.
- IV. Gift card issues that were happening with McDonald's and Dairy Queen have been fixed.
- V. Newest member is Contae Loch, an Irish music group.
- VI. Eric urges the Board to consider moving to a tiered membership. We have had pushback of an "outdated" membership system. The tiered system is what is working for Chambers right now. The more you pay the more you get out of your membership. Yankton has 9 tiers. The best option is to have 4-5 tiers. Brookings has best looking tiered membership and should be looked at before moving forward.
- VII. Lisa Schaefer has resigned from the Board. Tom met with her and she decided that she didn't have the time to continue. We will be accepting applications for a new board member for next month. Adam Shaw will cover Sharon's Community Promotions meetings until a new member is found.

## 4. Old Business

**Motion:** Liz Avery motioned to go into Executive Session at 7:39 AM and Stacy Krusemark seconded. **Motion carried.**

**Motion:** Liz Avery motioned to come out of Executive Session at 8:06 AM and Stacy Krusemark seconded. **Motion carried.**

**Motion:** Liz Avery motioned to adjust Courtney Storm's salary to \$39,000 starting June 1<sup>st</sup> and Adam Shaw seconded. **Motion carried.**

a) NEW BOARD PHOTO

- Postponed until new member is found.

b) GMACC Endowed Scholarship 2018-19 Recipients

- Received 9 applications and the DSU Foundation selected Reid Guse. He is unsure whether or not he will be attending DSU so the scholarship is on hold for the moment.

c) Business Credit Card Update - By-law change

- Email read from a member who asked about why the change was needed. It was in the Monday minute 2 weeks in a row. This email was the only feedback received from our members.
- "Section 1. No disbursements of the funds of the Chamber shall be made unless the same shall have been approved, authorized and ordered by the Board of Directors unless otherwise provided for herein. All disbursements shall be made by check or debit card or credit card. Checks shall be signed and debit card or credit card receipts reviewed by any two of the following: President, Vice President and Executive Director. The Secretary/Treasurer may sign in the absence of the President, Vice President or Executive Director."

**Motion:** Adam Shaw motioned to change the By-Laws (Article 9 Sec. 1) as presented and Sharon Patch seconded. **Motion carried.**

- Executive Director is leaning towards Great Western Bank for a credit card. The proposed plan is to take money we have in a Great Western account and move it to a few of the credit unions to support the credit unions. This is a prime opportunity to do so.

d) Internet/Phone

- \$119 for Midco vast is \$12 a month cheaper. Vast has been very supportive of the Chamber and its activities. Currently, we pay for 3 lines through Midco and one of the lines doesn't work. After this

problem is solved, we should be getting money back for the non-working line. The Board feels the return for going with Vast is worth the cost.

**Motion:** Adam Shaw motioned to switch internet and phone services to Vast Communications and Liz Avery seconded. **Motion carried.**

## 5. New Business

### a) Discovery Day expenditure request

- a. \$2875 was spent last year on Discovery Day. Valiant Living covered a part of the 2017 expense. The Chamber office plans to not go over \$3,000 and stay budget conscience. This request is for the inflatables on discovery day.

**Motion:** Adam Shaw motioned to approve the Discovery Day expenditure request for \$3000 and Sharon Patch seconded. **Motion carried.**

### b) Chamber Golf Classic – June 15<sup>th</sup>

- a. 30 teams have committed so far for 2018. There a few changes this year to previous years. This year we have included a game bundle in the sign up for \$100. Most of the teams have taken this opportunity. Door prize winners will be drawn during the golfing instead of after. The food will be smoother this year because the Country Club has hired a new Chef. Instead of t-shirts we are doing golf balls, tote bags, and golf towels. We still in need volunteers for that day.

### c) MACE Conference

- a. First week of May. Courtney and Eric went and Courtney won a scholarship to cover her conference fees. We didn't win the promotional video award. Madison lost out to Fargo who featured Shaquille O'Neil in their video. Good comments were received about our video.
- b. The Brandon Chamber complimented our website. They had some studies done on how to improve their own website and said Madison's website was one of the best viewed Chamber websites in South Dakota under some of the bigger cities (including Rapid City, Sioux Falls, and Spearfish).

### d) Prairie Village season passes

- a. Available for the board to use.

### e) Area Guide update

- a. Revenue is up because of Courtney designing. More people have been asking about them earlier this year.

### f) Leadership Madison update

- a. The Leadership committee met at the end of April and decided to take a break to revamp for a year. They plan to redesign based on today's workforce, needs, and leadership styles. Members of the committee are meeting with sponsors to hear their ideas, wants, and needs. Eric is trying to get a group together for lunch to throw ideas around. Eric has talked with 3 sponsors that wanted to put their sponsorship toward the next program. Some of the ideas talked about in the Leadership meeting were possibly capping the class at 16 and an interview process before program starts.

### g) Handling of Political Requests

- a. We have had some backlash for posting political events. Board decided that the Chamber Office can accept event flyers but no endorsements for candidates.

### h) Transferring of Membership

- a. The Board talked about what happens when a business sells but has already paid membership. It has been decided that the new business will have the option of getting a membership at the New-Member rate but will not be able to transfer membership.

## 6. Consideration of standing committee meeting minutes: (Discussion & Approval)

Review of Committee Minutes: Leadership Madison, Education, Agriculture, and Community promotions

**Motion:** Kevin Jaspers motioned to approve the standing committee minutes as presented and Adam Shaw seconded. **Motion carried.**

## 7. Ex-Officio Reports:

### a) Robert Thill – City of Madison

- a. Not present

### b) Dr. Jose'-Marie Griffiths – Dakota State University

- a. Lowry hall has come down and they are beginning construction on the Mad Labs soon. DSU is actively working on research activities. The DSU Board approved a request for additional residential living. The current Doctorate programs are moving to PHDs instead of DSCs. There was an approval to bring forward a PHD in Cyber Defense. There is a new Graduate program in Cyber Leadership and intelligence. This degree would involve working with organizations to build strategies against threats and is more humanities based. All graduate degrees are expanding. Enrollment numbers are good but fluctuate day by day. DSU has been hiring people in marketing and communications.



They are undertaking a new project in redesigning the DSU website. The rebranding of the identity will be unveiled next August, 2019. This will be aligned with the opening of the mad labs and website launch. They are working on expanding the foundation and need more people to help. Summer camps will start in June. DSU wants to improve relations with downtown and the campus. DSU will be bringing in more athletes to increase enrollment in other majors. The university will be pushing more second languages such as Russian and Arabic. They are talking about creating a Cyber Law degree.

c) Joel Jorgenson – Madison Central School District

- a. There are 11 new staff members between retirements, new positions, and people moving. There are 6 new members in the elementary, 3 in the middle school, and 2 in the High school. 84 kindergarteners are signed up so far for next school year. The summer food program will start May 30 11:30 to 12:30 any kids 1-18 will receive a free meal every day. Only one room left available in the elementary school this year. The school has signed a new food service contract. There will now be 5 options available in the high school including: Home comforts, field favorites, pizzeria, signature foods, and express. The contract is the same rate and has more opportunities. Professors will come and teach some dual credit classes on campus instead of online. Graduation is on Sunday May 20th at 2 pm, 94 students will be graduating. May 24th will be the last day of school. 7 Madison students received the Build Dakota scholarship.

**8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)**

- a) **BoD Article – Liz Avery**      **Deadline:** May 18, 2018      **Publication Date:** June 15, 2018

**9. Next Chamber Board of Directors Meeting:** June 21, 2018 at 7:00 AM in the Depot

**10. Adjournment:** Adam Shaw motioned to adjourn the meeting at 9:06 AM. **Motion carried.**

**MISSION STATEMENT: “To promote our members, the community, and economic development resulting in a better quality of life.”**

**Agenda**

**Call to order by President, Tom Bloom**

**1. Consideration of:** *(Approval)*

- m) Board of Directors June 21, 2018 Agenda  
n) Board of Directors May 17, 2018 Minutes

**2. Financial Reports—** *(Discussion & Approval)*

- m) May- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

**3. Director's report—Eric Hortness**

- b) Briefing of Chamber activities, upcoming events, ED activity, and membership

**4. Old Business**

- z) Update on Business Credit Card  
aa) Chamber Golf Classic – June 15th  
bb) Update on switch to Vast Broadband  
cc) Ag Committee Bullride  
dd) Discovery Day Update  
ee) Chamber Endowed Scholarship Update

**5. New Business**

- i) Downtown in MadTown  
j) Issues with Wells Fargo debit card  
k) Fireworks Update

**6. Consideration of standing committee meeting minutes:** *(Discussion & Approval)*

Review of Committee Minutes: Ag, Community Promotions, Recreation & Tournament

## 7. Ex-Officio Reports:

- d) SFC John Anderson – 211<sup>th</sup> Engineer
- e) Rory Maynard – LAIC
- f) Kelli Wollmann – Lake County
- g) Aaron Walter – the Community Center

## 8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)

- a) **BoD Article – Stacy Krusemark**      **Deadline:** August 17, 2018      **Publication Date:** September 14, 2018

## 9. Next Chamber Board of Directors Meeting: Thursday July 19, 2018

## 10. Adjournment

**MISSION STATEMENT: “To promote our members, the community, and economic development resulting in a better quality of life.”**

### Minutes: June 21, 2018

#### Call to order by President, Tom Bloom at 7:03 AM

**Members Present:** Tom Bloom – President, Adam Shaw – Vice President, Daniel Buresh – Treasurer, Liz Avery, Stacy Krusemark, Sharon Patch, Derek Dudley,

**Members Absent:** Kevin Jaspers, Sarah Wardner

**Staff Present:** Eric Hortness – Executive Director, Courtney Storm – Promotions & Committees Coordinator, Megan Bousquet – Office Manager

#### 1. Consideration of: (Approval)

- o) Board of Directors June 21, 2018 Agenda

**Motion:** Liz Avery motioned to approve the June agenda as presented and Derek Dudley seconded. **Motion carried.**

- p) Board of Directors May 17, 2018 Minutes

**Motion:** Adam Shaw motioned to approve the May minutes as presented and Stacey Krusemark seconded. **Motion carried.**

#### 2. Financial Reports— (Discussion & Approval)

- n) May- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

**Motion:** Adam Shaw motioned to approve the May Financial Reports as presented and Sharon Patch seconded. **Motion carried.**

#### 3. Director's report—Eric Hortness

- c) Briefing of Chamber activities, upcoming events, ED activity, and membership

- l. Sundog Ribbon cutting was held in May and was packed full. QuickBooks training through Grow South Dakota took place at the Mustang Seeds new conference room. Nineteen people showed up. The Bullride, Golf Classic, Six21 are all recent events that went very well. The Little League tournament is coming up on July 13-15 and we are expecting a big crowd. DSU has volunteered to take care of most of the day of work like setting up and admissions. Eric is working on get a fly over for opening ceremony done by Riggin Flight Service. The local National Guard unit has committed to bringing out equipment to display. Discovery Day is coming up in 6 weeks. Tourism Board meeting is planning to have the

Annual meeting out at Camp Lakodia this year. Their membership is around 320. Norwex Independent Sales Consultant-Court Weck is the newest member.

#### 4. Old Business

ff) Update on Business Credit Card

- Eric signed the papers with Great Western. The card should be here sometime today.

gg) Chamber Golf Classic – June 15<sup>th</sup>

- It went very smooth this year. Eric extended a thank you to the board members who came out to help. There were 36 teams, 34 of those teams did the game bundle at \$100 per team. We were done with everything by 6:30 as compared to 8:00 pm last year. We expect to make a profit right around \$7,000. The Golf Course fees went up this year so the expenses will be higher than 2017. Next year, we may also have to look at raising our fees. The rec & tourney committee sold over \$1000 in 50/50 tickets. The newest hole added this year was the betting hole and it did very well. They only had to pay out once. The only complaint heard this year was that there were not enough beer carts.

hh) Update on switch to Vast Broadband

- We are still waiting on a check from Midco for the closed lines that we were being charged for. The switch will take place sometime next week.

ii) Ag Committee Bullride

- We gave 328 tickets to Ag Producers this year. The Bullride went very well. The fire department did well at the Beer Garden.

jj) Discovery Day Update

- The inflatables are going to be less than the previous year. Expenses have gone down in multiple areas. Vendor registrations are starting to come in. Eric is working with Melissa at the Daily Leader to get an insert put together.

kk) Chamber Endowed Scholarship Update

- The Foundation is still picking a new winner of the scholarship. The original applicant decided not to go to DSU this year. They will give it to the person who came in second in the ranking.

#### 5. New Business

l) Downtown in MadTown

- a. We are pretty close to hitting \$30,000 in sponsorships. DSU, Falcon Plastics, East River Electric, Heartland, Great Western, and First Bank have sponsored so far, the sponsorships range anywhere between \$2500 – 5000. There are a couple more businesses left to contact: Wells Fargo, Madison Regional Healthcare System, and Mustang Seeds. We expect to hit our goal. Our plan is to bring in everything local besides bands and inflatables. There is a misconception of this not being a local thing. There were some local bands upset about not being hired. Last week Eric and Max went around to the businesses affected to get signatures for road closure. Businesses on the block are excited about the event. We were warned that the bars would be upset. We have heard from a few of the bars upset about not being the beer distributor. We are getting beer at cost from a distributor. Los Tapatios will be bringing Street Tacos. There will be 3 to 4 main food vendors and one or two treat vendors. Four Businesses have reached out recently about having a booth. We have decided chamber members will not be charged to have a booth. Max is going to handle set up, tear down, and counting admission with DSU Athletes. Advertising wise: paper ad, KJAM ad, glacial lakes tourism website, Facebook page. Max was introduced to the board.

m) Issues with Wells Fargo debit card

- a. Had some iTunes and Japanese flights purchases on our debit card. Courtney went into Wells Fargo to get it fixed. We will be refunded the money. We have received new cards

n) Fireworks Update

- a. We are currently at \$3000 for sponsorships. It will be the same process as last year. We are expecting \$4000 total.

o) Open Board Position

- a. We have a few options. Our first option is Sarah at Camp Lakodia has expressed interest. Our second option is to put it in the Monday minute and see if anyone applies. The board decided to go with second option and invite Sarah to apply. Courtney will put it in the next 2 Monday Minutes. There will be a questionnaire to fill out.

#### 6. Consideration of standing committee meeting minutes: (Discussion & Approval)

Review of Committee Minutes: Ag

**Motion:** Adam Shaw motioned to approve the standing committee minutes as presented and Sharon Patch seconded. **Motion carried.**

#### 7. Ex-Officio Reports:

- h) SFC John Anderson – 211<sup>th</sup> Engineer
  - a. National Guard is currently in Wyoming.
- i) Rory Maynard – LAIC
  - a. Rory introduced himself and his background as an Entrepreneur. LAIC is trying to bring a tech company from the coast into town. Their goal is to improve the community and everyone who lives here. Rory also talked about Downtown in MadTown and his experience with it in Spearfish. Another project for LAIC is housing. They are trying to get developers and contractors in to create a housing development. There is a big need for housing in Madison. Rory is also working on moving to Madison. The problem with developing land is it takes a long time. LAIC is going to incentivize the builders and the home buyers. Rory would also like to try creating a tie between DSU and Businesses through internships.
- j) Kelli Wollmann – Lake County
  - a. They are still working on public safety building and are trying to get it on the election bill in November. The community needs it and the county will keep the community involved as things move forward. Long range projection on the jail is a year. Surrounding counties are willing to help get the jail up and running. It will be a 60-70 bed facility.
- k) Aaron Walter – the Community Center
  - a. Community Center Board Meeting

**8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)**

a) **BoD Article – Stacy Krusemark**      **Deadline:** August 17, 2018      **Publication Date:** September 14, 2018

**9. Next Chamber Board of Directors Meeting:** Thursday July 19, 2018

**10. Adjournment:** *Adam Shaw motioned to adjourn the meeting and Sharon Patch seconded. Motion carried.*

**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

## **Agenda**

### **Call to order by President, Tom Bloom**

#### **1. Consideration of:** *(Approval)*

- q) Board of Directors July 19, 2018 Agenda
- r) Board of Directors June 21, 2018 Minutes

#### **2. Financial Reports—** *(Discussion & Approval)*

- o) June- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

#### **3. Director's report—Eric Hortness**

- d) Briefing of Chamber activities, upcoming events, ED activity, and membership

#### **4. Old Business**

- ll) Update on Business Credit Card
- mm) Update on switch to Vast Broadband
- nn) Update on Golf Classic from June
- oo) Discovery Day/Road Race Update
- pp) Fireworks- July 4<sup>th</sup> 2018
- qq) Downtown in MadTown

#### **5. New Business**

- p) New Board Position
- q) 2<sup>nd</sup> Quarterly Income Expense Comparison

#### **6. Consideration of standing committee meeting minutes:** *(Discussion & Approval)*

Review of Committee Minutes: Community Promotions, Recreation & Tournament

#### **7. Ex-Officio Reports:**

- l) Robert Thill – Cityof Madison
- m) Dr. José-Marie Griffiths – Dakota State University
- n) Joel Jorgenson – Madison Central School District

#### **8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)**

- a) **BoD Article – Stacy Krusemark**      **Deadline:** August 17, 2018      **Publication Date:** September 14, 2018

#### **9. Next Chamber Board of Directors Meeting:** Thursday August 16, 2018

#### **10. Adjournment**

**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

**Minutes: July 19, 2018**

**Call to order by President, Tom Bloom at 7:04**

**Members Present:** Tom Bloom – President, Adam Shaw – Vice President, Liz Avery, Stacy Krusemark, Sharon Patch, Kevin Jaspers, Sara Wardner

**Members Absent:** Daniel Buresh – Treasurer, Derek Dudley

**Staff Present:** Eric Hortness – Executive Director, Megan Bousquet – Office Manager

**Staff Absent:** Courtney Storm – Promotions & Committees Coordinator

## **2. Consideration of: (Approval)**

s) Board of Directors July 19, 2018 Agenda

**Motion:** Liz Avery motioned to approve the July agenda as presented and Kevin Jaspers seconded. **Motion carried.**

t) Board of Directors June 21, 2018 Minutes

**Motion:** Adam Shaw motioned to approve the June minutes as presented and Stacy Krusemark seconded. **Motion carried.**

## **2. Financial Reports— (Discussion & Approval)**

p) June- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

**Motion:** Sara Wardner motioned to approve the June Financial Reports as presented and Sharon Patch seconded. **Motion carried.**

- Celtic Clippers, L&S Trucking, Youngberg for Senate, and Dar's Hair Salon have all paid since the financials have been printed. Madison Care and Rehab will be renewing at a new amount to be determined by Eric. Eric has been in contact with the other members who haven't paid. Approximately 8 will be dropped because they have not responded or haven't shown interest in renewing. Eric is confident that a tiered membership system will help retain members.

## **3. Director's report—Eric Hortness**

e) Briefing of Chamber activities, upcoming events, ED activity, and membership

1. Courtney has not been feeling well lately but has been getting all of her work done from home. VFW state tournament went great. 2200 people came through the gate and there were 350 players. Eric extended a thank you to Raven for the tarps for the fields and the volunteers who helped get everything ready for the tournament. Next week, Eric will have a wrap up meeting to see if they want to proceed with hosting the tournament again next year. Eric has started planning the initial budget for next year and is exploring a tiered membership. The three new members are Jaime's Mobile Obsession, Randy Gross for State House, and Madison Area Arts Council. SESD annual meeting will be at Camp Lakodia in October. Courtney and Eric have switched desks. Courtney needed more space to work and Eric is in front of the members more now.

## **4. Old Business**

rr) Update on Business Credit Card

- We have received the card and have been using it. We have received the first statement and paid it off.

ss) Update on switch to Vast Broadband

- The switch from Midco to Vast went over on the 9<sup>th</sup>. It didn't take very long and the only hiccup was they accidentally also unhooked LAIC. We still have not received check from Midco for the two phone lines that weren't working.

tt) Update on Golf Classic from June

- We have received all bills from the Golf Classic. We made less this year because we had 2 less teams and golf course fees went up. The rec and tourney committee are looking at increasing their fees for

next year. One of the differences pointed out on the profit loss is that they did different gifts rather than t-shirts. Tom commented that it was very well run and went smoother than most years.

uu) Discovery Day/Road Race Update

- We are 9 days away (July 28). T-shirts have been ordered for the road races. The course will have to be reworked because the railroad is currently under construction. The plan is to start north of 2<sup>nd</sup> street so it is safer. Discovery Day is all planned out. Courtney is finalizing the map for all of the booths. The dunk tank will be the new addition this year. Adam Shaw, Kotten Koch, Coach Ricky, and Officer Gant will all be in the dunk tank. Pretty much everyone who had a booth last year has signed up for a booth again this year along with a few new ones.

vv) Fireworks- July 4<sup>th</sup> 2018

- Fireworks show went very well. Thank you to the Fire Department for setting off the fireworks again this year. The show cost around \$4000.

ww) Downtown in MadTown

- The turn out was way better than originally planned. We had 66 kids at the bounce house and 120 wristbands were given out at the beer cart. Some of the downtown businesses have reported they were busier than usual that night. Next week there will be more tables, more trash cans, another port-a-potty, and more volunteers to help with tear down. Stadium is going to change up their menu every week. It was brought up that the music was too loud. The money made off of the event this year will go towards next year's Downtown in MadTown. The main goal for DIM is to bring people into Downtown. Mustang is planning on bringing all of the dealers down on August 28 during their "Dealer Days". DSU night will be August 21. August 14 is going to be Falcon's night and they will bring all of their employees down. Tom asked for an income-expense breakdown for DIM so that if the board is asked about it they can give an informed answer. Eric is projecting \$27,000 in expenses for 2018 Downtown in MadTown. We are receiving free staging from east river and Madison cycling club which cuts down on costs.

## 5. New Business

r) New Board Position

- a. Sarah Cronen has applied and is the only one who actually submitted an application. Two others expressed interest but did not submit applications. She is currently active on the community promotions committee and has expressed interest multiple times about being more involved. The board agrees she will be a good fit.

**Motion:** Adam Shaw motioned to formally appoint Sarah Cronen to the open board position and Liz Avery seconded. **Motion carried.**

s) 2<sup>nd</sup> Quarterly Income Expense Comparison

- a. The committees all do a great job of doing funds drive. Some of the committees don't hold their funds drive until later in the year. Operating activity income is up a little. Insurance cost has doubled because of the extra insurance needed with gift cards. Monthly bookkeeping costs has dropped because the office is salaried. The promotion activity expense is higher because of DIM. The SESD is higher because we were approved for a higher matching amount for 2018. Gift card expense is down and Sunshine will be the new sponsor of the gift cards. The Area Guide expense was down because Courtney did the designing this year and we had more ad income in 2018. Eric is satisfied with where we are sitting at budget-wise.

## 6. Consideration of standing committee meeting minutes: (Discussion & Approval)

Review of Committee Minutes: Community Promotions, Recreation & Tournament

**Motion:** Liz Avery motioned to approve the standing committee minutes as presented and Sara Wardner seconded. **Motion carried.**

## 7. Ex-Officio Reports:

o) Robert Thill – City of Madison

- a. The railroad track is being fixed. The city approved the new hotel, but the convention center is still in the works. Ground breaking will start next month. The city is currently working on fixing streets, seal coating, and painting. The public safety building is also still in the works.

p) Dr. José-Marie Griffiths – Dakota State University

- a. Dr Griffiths is gone for the Board of Regents. Stacy Krusemark is giving the DSU report instead. DSU is in the process of hiring an architect for student housing. They are hoping for new housing for fall of 2020. Housing at DSU right now is full. MadLabs: In August framing will be going up. 6<sup>th</sup> and Egan are partially closed so it works well for construction material delivery. August 17<sup>th</sup> is freshman move in day. 20<sup>th</sup> is first day of classes. Fall athletes will be coming into town in the next couple weeks. The sports programs are evolving and bringing more students to campus. Tuesday the 21<sup>st</sup> will be their DSU night at DIM. Dr Griffiths was recently in Washington D.C. for a STEM summit. North of campus there will be a parking lot

expansion. This is to relieve some of the street parking issues they have had in the previous years. It will not affect the sledding hill. The new parking lot will be open by the beginning of this school year.

q) Joel Jorgenson – Madison Central School District

- a. MCSD is currently looking for a middle school PE teacher. Interviews for this position will be next week. There are improvement projects going on at the high school and middle school such as parking lots, roofing, sidewalks, and auditorium lighting. Student registration is the first week of August. All fall sports are starting up August 6<sup>th</sup> or the week after. Open house is 22<sup>nd</sup> and first day is 23<sup>rd</sup>. There are many new faces in the school district: 12 new staff in the elementary, Middle school will have 4 new positions, 2 new teachers in High School, and 2 new custodian positions. Madison Central School District has started a demographic study. Currently the study is showing there will be a steady increase of class size over the next 10 years (depending on housing availability). The school is trying to make sure they have enough classrooms for the increase of students. The study should come out to the public at the August board meeting. They are working with Matt Wollman on a promotional video for the school. Last year they started the year with 110 kindergarteners as opposed to 80 the year before.

**8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)**

a) **BoD Article – Stacy Krusemark**      **Deadline:** August 17, 2018      **Publication Date:** September 14, 2018

**9. Next Chamber Board of Directors Meeting:** Thursday August 16, 2018

**10. Adjournment:** *Adam Shaw motioned to adjourn the meeting at 8:52 AM. Motion carried.*

**MISSION STATEMENT:** *“To promote our members, the community, and economic development resulting in a better quality of life.”*

**Agenda**

**Call to order by President, Tom Bloom**

1. **Consideration of:** *(Approval)*

u) Board of Directors August 16, 2018 Agenda



v) Board of Directors July 19, 2018 Minutes

**2. Financial Reports—** *(Discussion & Approval)*

q) July- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

**3. Director's report—Eric Hortness**

f) Briefing of Chamber activities, upcoming events, ED activity, and membership

**4. Old Business**

xx) Discovery Day/Road Race Update

yy) Downtown in MadTown

zz) New Board Position

aaa) Mad Money gift card Update

**5. New Business**

f) 2017 Tax Return

u) Trojan Day Parade

v) Introduction of Tiered Membership

w) Preliminary 2019 Budget

x) Lake Madison Development Association Annual Picnic

y) New Board Photo

z) New Member Photo – Sarah Cronin

**6. Consideration of standing committee meeting minutes:** *(Discussion & Approval)*

Review of Committee Minutes: Community Promotions, Recreation & Tournament

**7. Ex-Officio Reports:**

r) **Rory Maynard** – *Lake Area Improvement corporation*

s) **Kelli Wollman** – *Lake County*

t) **Aaron Walter** – *The Community Center*

u) **SFC John Anderson** – *211<sup>th</sup> Engineering Co.*

**8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)**

a) **BoD Article – Stacy Krusemark**      **Deadline:** August 17, 2018      **Publication Date:** September 14, 2018

**9. Next Chamber Board of Directors Meeting:** Thursday September 20, 2018

**10. Adjournment**

**MISSION STATEMENT:** *“To promote our members, the community, and economic development resulting in a better quality of life.”*

**Minutes: Thursday, August 16, 2018**

**Call to order by President, Tom Bloom at 7:03**

**Members Present:** Tom Bloom – President, Adam Shaw – Vice President, Daniel Buresh – Treasurer, Liz Avery, Stacy Krusemark, Derek Dudley, Kevin Jaspers, Sara Wardner, Sarah Cronin

**Members Absent:** Sharon Patch

**Staff Present:** Eric Hortness – Executive Director, Courtney Storm – Promotions & Committees Coordinator, Megan Bousquet – Office Manager

**1. Consideration of:** *(Approval)*

w) Board of Directors August 16, 2018 Agenda

**Motion:** Adam Shaw motioned to approve the August agenda as presented and Dan Buresh seconded. **Motion carried.**

x) Board of Directors July 19, 2018 Minutes

**Motion:** Stacy Krusemark motioned to approve the July minutes as presented and Kevin Jaspers seconded. **Motion carried.**

## **2. Financial Reports— (Discussion & Approval)**

a) July- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

- a. Some of the members left on the accounts receivable sheet have been dropped. Tom from Northwestern Mutual stopped in and paid. Outerworld is going to be doing some in-kind promotions for us including some window vinyl on the depot to pay for his membership dues. The Gift Card Payable account is being looked into by an accountant because the number isn't reflecting correctly. We are approximately \$7,000 ahead in income for 2018 compared to 2017.

**Motion:** Sara Wardner motioned to approve the July Financial Reports as presented and Dan Buresh seconded. **Motion carried.**

## **3. Director's report—Eric Hortness**

g) Briefing of Chamber activities, upcoming events, ED activity, and membership

- I. Discovery day, Miracle Treat day, and off the clock were some of the Chamber events that have happened in the last month. Eric has decided it will be our last off the clock because of low attendance. There were ribbon cuttings for Lake County Democrats and Prairie Village Carousel in August. Upcoming events: DSU move in day (Aug 17), couple more Downtown in MadTown, citywide rummage (Aug 24-25), tonight is farmers market appreciation, Educator's Reception (Aug 29), Ag Bowl (Sept 6), and SESED meeting at Camp Lakodia (Oct 2). Eric is now the treasurer of SESED. We have had several new members join in the last month: DVL Fire and Safety, MAAC, Prime Time Tavern, Martha Richardson – Scentsy, SD Development Corp, and Marli Wiese for House.

## **4. Old Business**

bbb) Discovery Day/Road Race Update

- Discovery Day crowd died down much earlier this year, but it still had plenty of traffic during the busy hours. Sporty's bean bag tournament had double the attendance from 2017. The dunk tank broke early in the day and had to be repaired multiple times. Carolan Rentals received a call from Eric and we are waiting to hear how they will be correcting the mistakes. 76 people participated in the Road Race in 2018 which is an increase from 2017. The number of kids in the fun run decreased this year. Many people commented that the route was better this year compared to previous years and was also much safer.

ccc) Downtown in MadTown

- DSU Volleyball girls have started helping with set up and tear down which made it go much smoother and faster. A couple of business that have offices in Sioux Falls have expressed interest in moving their offices to Madison because of the support of the community for Downtown in MadTown. Rory from LAIC was able to show some of these business owners open office spaces in Madison. The board would like Eric to follow up with these businesses after Downtown in MadTown has ended. Eric commented on Megan and Courtney going above and beyond for this event.

ddd) New Board Position

- Sarah Cronin was introduced. She has been the director at Camp Lakodia since December. Sarah has been assigned to Community Promotions Committee.

eee) Mad Money gift card Update

- Eric handed out some stats for the Mad Money Gift Cards. In July 2018 \$9,000 was used in Mad Money gift cards. That number is up \$5,000 compared to last year with the Chamber Bucks. Eric gave Courtney credit for coming up with the gift card idea. The Chamber Bucks account is being closed on January 1, 2019. Eric is going to be sending out a warning to businesses to no longer accept Chamber Bucks. Sara mentioned to make sure to tell banks also not to cash the checks as they have in the past.

## **5. New Business**

aa) 2017 Tax Return

- a. Marlene completed the tax return at the end of July. Eric passed around the paper copy we received for the board to look at.

bb) Trojan Day Parade

- a. The parade is coming up on September 29. The Education Committee awards will be apart of the parade.

**cc) Introduction of Tiered Membership**

- a. Eric presented a power point on Tiered Membership. We have a fair share dues model currently. Eric suggests we move to tiered dues. The company can choose their level of involvement and get what they want out of membership with this tiered system. The disadvantage of this system is reluctance to change. 25% of our income comes from dues the rest comes from grants, etc. Businesses fall into 4 categories community investors, community builders, business investors, and business builders. Steps to start a tiered system: 1) review "as is" model 2) Create a task force that represents the four categories talked about earlier 3) Consider how to give members more of what they want (ideas for new benefits) 4) Decide how the tiered system is to look. Have a base and build off of it. 5) Finalize model and the benefits. 6) Implement the plan and market it. First thoughts: Involve people from the committees to get feedback. It will be nice for the committees to not have to call every year for sponsorship dollars. Brookings and Huron have switched to tiered membership. Derek brought up it's about simplicity. No more than 5 levels but at least 3. Dan brought up doing more educational opportunities and show casing manufacturers. The plan is to roll out a preliminary tiered system and show it to a few members and ask them where they think they would fit in and adjust. Eric is going to put together a model and show it to the Board.

**dd) Preliminary 2019 Budget**

- a. Eric doesn't see many changes needed to be made. Eric is going to ask for money from the city commission on Monday. In September Eric may have a budget to approve depending on if we switch to tiered membership.

**ee) Lake Madison Development Association Annual Picnic**

- a. Mike Anderson contacted us to get us back into lake appreciation. We agreed to help in 2018 but not to run it. 60 door prizes were gathered and we supplied the drinks. The event went ok. The problem was that we were only a part of it and LMDA thought we would run it. The drinks were expensive. Before next year's event, details need to be ironed out.

**ff) New Board Photo**

- a. Postponed.

**gg) New Member Photo – Sarah Cronin**

- a. Taken after meeting.

**hh) Marlene is retiring**

- a. Marlene DeBoer is retiring at the end of August. Her replacement has been here a couple of times and she is based out of Yankton. Wohlenberg & Ritzman say we will need to switch to a remote operation. Before we switch we are going to ctalk with InfoTech to make sure it is done securely.

**6. Consideration of standing committee meeting minutes: (Discussion & Approval)**

Review of Committee Minutes: Community Promotions, Recreation & Tournament

**Motion:** Kevin Jaspers motioned to approve the standing committee minutes as presented and Derek Dudley seconded. **Motion carried.**

**7. Ex-Officio Reports:**

**v) Rory Maynard – Lake Area Improvement Corporation**

- a. Rory has been concentrating on housing lately. LAIC held a housing meeting this month. Four people have come forward to develop land in Madison. The main developer has done around 700 homes in Sioux Falls. The plan is to develop 60 lots with: twin homes, lower price range, and some more expensive house, along with a park in the middle. Also, LAIC working on workforce and trying to make Madison appealing to those outside of the state. LAIC sold their tech building to DSU. Rory's goal is to get an Amazon or Google to bring a center to Madison. The new housing development hasn't been decided on yet. Rory also has an idea for a Corn Maze. He is in search of someone with a field they can do it on and an entrepreneur to run the operation.

**w) Kelli Wollman – Lake County**

- a. Report read aloud by Courtney Storm. Currently Kelli is preparing for the start of school. Lake County has been working on developing a dive team. Currently there are 6 active certified divers. The Public Safety Building project is still coming along. Lake County has hired Henry Carlson Construction to be the "Construction Manager at Risk" for the project. The building project will include a new jail facility, sheriff's office, a remodel of the current building for the states attorney's office, and remodel the old jail for the 911 communications center. The project has been guaranteed not to exceed 15.6 million dollars. The resolution will be on the ballot for the upcoming election.

**x) Aaron Walter – The Community Center**

- a. Not present
- y) **SFC John Anderson – 211<sup>th</sup> Engineering Co.**
  - a. Not present. Sent flyer for an Engineering Showcase September 8<sup>th</sup>.

**8. Newsletter submission for September edition:**

- a) **BoD Article – Stacy Krusemark**      **Deadline:** August 17, 2018      **Publication Date:** September 14, 2018

**9. Next Chamber Board of Directors Meeting:** Thursday September 20, 2018

**10. Adjournment:** *Dan Buresh motioned to adjourn the meeting at 8:57 AM. Motion carried.*

**MISSION STATEMENT:** *“To promote our members, the community, and economic development resulting in a better quality of life.”*

**Agenda**

**Call to order by President, Tom Bloom**

**1. Consideration of:** *(Approval)*

- y) Board of Directors September 20, 2018 Agenda
- z) Board of Directors August 16, 2018 Minutes

**2. Financial Reports—** *(Discussion & Approval)*

- b) August- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

**3. Director’s report—Eric Hortness**

- h) Briefing of Chamber activities, upcoming events, ED activity, and membership

**4. Old Business**

- fff) Downtown in MadTown Final Profit/Loss
- ggg) Road Race Profit/Loss
- hhh) Discovery Day Profit/Loss
- iii) Trojan Day Parade update
- jjj) Tiered Membership Update

**5. New Business**

- ii) Preliminary 2019 Budget
- jj) New Board Photo
- kk) Fundraiser held for Rigoberto
- ll) Chamber Master Training—Megan attended in August

**6. Consideration of standing committee meeting minutes:** *(Discussion & Approval)*

**7. Ex-Officio Reports:**

- z) **Robert Thill** – *City of Madison*
- aa) **Dr. Jose'-Marie Griffiths** – *Dakota State University*
- bb) **Joel Jorgenson** – *Madison Central School District*

**8. Newsletter submission for December edition: (bi-monthly BoD article included in each newsletter)**

- a) **BoD Article – Derek Dudley** **Deadline:** November 16, 2018 **Publication Date:** December 14, 2018

**9. Next Chamber Board of Directors Meeting:** October 18, 2018

**10. Adjournment**

**MISSION STATEMENT:** *“To promote our members, the community, and economic development resulting in a better quality of life.”*

**Minutes: September 20, 2018**

**Call to order by President, Tom Bloom at 7:00 AM**

**Members Present:** Tom Bloom – President, Adam Shaw – Vice President, Daniel Buresh – Treasurer, Liz Avery, Stacy Krusemark, Sharon Patch, Derek Dudley, Kevin Jaspers, Sara Wardner, Sarah Cronin

**Members Absent:**

**Staff Present:** Eric Hortness – Executive Director, Courtney Storm – Promotions & Committees Coordinator, Megan Bousquet – Office Manager

**1. Consideration of:** *(Approval)*

aa) Board of Directors September 20, 2018 Agenda

**Motion:** *Adam Shaw motioned to approve the agenda as presented and Dan Buresh seconded. Motion carried.*

bb) Board of Directors August 16, 2018 Minutes

**Motion:** *Sarah Cronin motioned to approve the minutes as presented and Sharon Patch seconded. Motion carried.*

**2. Financial Reports—** *(Discussion & Approval)*

c) August- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

**Motion:** *Kevin Jaspers motioned to approve the August Financial Reports as presented and Sara Wardner seconded. Motion carried.*

Eric touched on the Gift Card Payable account. It has been fixed.

**3. Director's report—Eric Hortness**

i) Briefing of Chamber activities, upcoming events, ED activity, and membership

- l. Eric gave a brief update on the activities in the past month. DSU Move In Day had too many volunteers this year. Fall Rummage sales had roughly the same amount as last year. Educator's reception had high attendance this year. Ag bowl went well. There was high attendance at the Hot Shots ribbon cutting. Thank you to the board members who attended. Next Thursday is the State Historical Society recap meeting located at the Depot room. There are several buildings that could qualify for historical status. The DSU homecoming parade is next week. Manufacturers week is the first week of October. The

SESD annual meeting is at Camp Lakodia this year. Courtney, Eric, and Megan will be in attendance. Rooster Rush tailgate is coming up on October 12. Mitchell will be bringing a bus load of people to Madison in October for a bus tour. Candidate forum will be at the end of October. It will be the same format as the forum the Governmental Affairs committee used in April. The audience will submit questions before hand and will be reviewed and narrowed down by the moderator. The moderator has not been picked yet. Memberships: Scooby's is now Dakota express, El Vaquero has dropped but should be signing back up when they open again, and Hot Shots Bar signed up this month. Chris Francis has been approved to make bump outs on Egan. He ran into an insurance issue so they will not go up until spring. Eric has been approached about buying inflatables with a few other organizations. The chamber would house them and rent them out. Organizations that help cover the initial fee would be allowed to use them for free. Eric is going to research cost over the winter. There has been an issue with the internet not reaching the end of the Depot room. Vast has offered to put a signal booster in the depot room. It would be \$15 a month. The board suggests asking for a test run to make sure it works before we pay for it.

#### 4. Old Business

kkk) Downtown in MadTown Final Profit/Loss

- We were at a profit until we cut United Way their check. We will be collecting half of the loss from LAIC. Looking ahead to next year, Eric is assuming that most of the larger sponsors will be on board for sponsoring again in 2019. The Annie Creek fees will not be charged again next year so we are projecting a possible \$12,000 profit for 2019. Local bands have been urged to submit their information to Annie Creek to get on the possible bands list.

lll) Road Race Profit/Loss

- Lee Cummins chose not to sponsor the event this year, which is a \$600 loss. There were more runners in the 5k and 10 k this year compared to 2017, but the kids fun run was down in attendance. The goal is to get 3 \$500 sponsorships for 2019.

mmm) Discovery Day Profit/Loss

- The big difference between 2017 and 2018 was that we did not get the Valiant Sponsorship that we received in 2017. We will be getting \$150 back from Carolan Rentals because the dunk tank did not work.

nnn) Trojan Day Parade update

- We will be having a Chamber float that will have the Distinguished Service Award, Educator of the Year Award, and Friend of Education Award winners on the float. We are using Tom's trailer. The theme is Dakota Space Infinite Possibilities. We will be throwing out milkyways. The shop classes at the High School are putting it together for us. Board members are welcome to walk with the float. The parade is next Saturday and Eric will send out an email with time and location in the next week.

ooo) Tiered Membership Update

- Tabled until next month.

#### 5. New Business

mm) Preliminary 2019 Budget

- a. Eric covered his budget. The city approved us for the \$85,000 again in 2019. The budget has stayed pretty much the same as last year.

**Motion:** Adam Shaw motioned to accept the 2019 Budget as presented and Kevin Jaspers seconded. **Motion carried.**

nn) New Board Photo

- a. DONE.

oo) Fundraiser held for Rigoberto

- a. The event went over great. We raised over \$6000 for the Aguirre family. The check to the family was signed this morning. A big thank you to Dan for all the work he put in between help with the planning and helping run the event the day of. We will be presenting the check to the family next week.

pp) Chamber Master Training—Megan attended in August

- a. Megan gave a brief overview of the training she attended.

#### 6. Consideration of standing committee meeting minutes: (Discussion & Approval)

Review of Committee Minutes: Community Promotions, Recreation & Tournament

**Motion:** Kevin Jaspers motioned to approve the standing committee minutes as presented and Liz Avery seconded. **Motion carried.**

#### 7. Ex-Officio Reports:

cc) **Robert Thill** – City of Madison

a. Not present.

**dd) Dr. Jose'-Marie Griffiths – Dakota State University**

a. Later today Fall Enrollment Statistics for DSU will be out. An architect has been selected to do an update on the residential halls. They are working on redesigning the library and are looking to update it to serve the 21<sup>st</sup> century. They are also looking at updating the Dakota Prairie Playhouse. The Mad Labs are progressing nicely. The Mad Labs should be open by this time next year. DSU has started a redesign of their website. They want it to look more modern and forward looking. It should be out by fall of next year. DSU is also coming up on the Accreditation review of the institution. It will be a 5 or 6-person team doing the review. They have asked DSU to set up a luncheon on October 30<sup>th</sup>. Dr. Griffiths extended an invitation to the board members asked Tom and Eric to join. They will be asking about issues, concerns, and relationship with DSU.

**ee) Joel Jorgenson – Madison Central School District**

a. The Secretary of Education of the US asked for a tour of the school. It was a great experience. They commented on the business connectivity with the school. The school is opening up some academic programs to some of the surrounding schools. The school board regional meeting will be on October 4<sup>th</sup>. They will talk about Legislative issues. Updates will be happening to the elementary gym and cafeteria. The stage spotlights have been put in in the High School auditorium. The new promo video for the school will be starting to film in the next week. Changes will be made to the handbook with the drug and alcohol section to include e-cigarettes and Juules. The elementary school will be getting a school nurse on sight. It will be 5 hours a day. It is contracted through the Hospital so if the nurse needs to be gone they will send someone to fill in. The Build Dakota Road Show will be coming to Madison and it encourages local businesses to come out and participate. It is focused towards Tech School and work force.

**8. Newsletter submission for December edition: (bi-monthly BoD article included in each newsletter)**

a) **BoD Article – Derek Dudley** **Deadline:** November 16, 2018 **Publication Date:** December 14, 2018

**9. Next Chamber Board of Directors Meeting: October 18, 2018**

**10. Adjournment**

Stacy Krusemark motioned to adjourn the meeting at 8:26 AM. **Motion carried.**

**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

## **Agenda**

### **Call to order by President, Tom Bloom**

#### **1. Consideration of:** *(Approval)*

- cc) Board of Directors October 18, 2018 Agenda
- dd) Board of Directors September 20, 2018 Minutes

#### **2. Financial Reports—** *(Discussion & Approval)*

- d) September- Accounts Receivable, Balance Sheet, & Profit & Loss Statement
- e) Quarterly Income-Expense Report – *will be printed and left on the table*

#### **3. Director's report—Eric Hortness**

- j) Briefing of Chamber activities, upcoming events, ED activity, and membership

#### **4. Old Business**

- ppp) Tiered Membership Update
- qqq) United Way - DownTown in MadTown
- rrr) Rooster Rush Tailgate
- sss) South Dakota Historical Society Update
- ttt) Endowed Scholarship
- uuu) Inflatables

#### **5. New Business**

- qq) Candidate Forum
- rr) 2018 Annual Show & Sell
- ss) Holiday Mixer- New Name
- tt) Chamber Trick or Treat
- uu) 2019 Membership Dues
  - a. Increase or keep the same?
  - b. Packets to be mailed in November
- vv) January Board Meeting Moved to January 24<sup>th</sup>
- ww) Diplomats Committee
- xx) "Group Me" an app for BoD Communications
- yy) MDHL Update

#### **6. Consideration of standing committee meeting minutes:** *(Discussion & Approval)*

Review of Committee Minutes: Community Promotions, Recreation & Tournament, Agriculture, Governmental Affairs, Education

#### **7. Ex-Officio Reports:**

- ff) **Kari Blom** – *Lake Area Improvement Corporation*
- gg) **TBD** – *The Community Center*
- hh) **SFC John Anderson** – *211<sup>th</sup> Engineering Co.*

#### **8. Newsletter submission for December edition: (bi-monthly BoD article included in each newsletter)**

- a) **BoD Article** – Derek Dudley **Deadline:** November 16, 2018 **Publication Date:** December 14, 2018



## 10. Adjournment

**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

**Minutes: October 18, 2018**

**Call to order by President, Tom Bloom at 7:01 am.**

**Members Present:** Tom Bloom – President, Adam Shaw – Vice President, Daniel Buresh – Treasurer, Liz Avery, Stacy Krusemark, Sharon Patch, Derek Dudley, Sarah Cronin, Sara Wardner

**Members Absent:** Kevin Jaspers

**Staff Present:** Eric Hortness – Executive Director, Courtney Storm – Promotions & Committees Coordinator, Megan Bousquet – Office Manager

### 1. Consideration of: (Approval)

ee) Board of Directors October 18, 2018 Agenda

**Motion:** Liz Avery motioned to approve the agenda as presented and Sara Wardner seconded. **Motion carried.**

ff) Board of Directors September 20, 2018 Minutes

**Motion:** Adam Shaw motioned to approve the minutes as presented and Derek Dudley seconded. **Motion carried.**

### 2. Financial Reports— (Discussion & Approval)

f) September- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

**Motion:** Stacy Krusemark motioned to approve the Financial Reports as presented and Sharon Patch seconded.

**Motion carried.**

g) Quarterly Income-Expense Report

- a. We are at \$17,000 less than this time last year. What is making the difference is the increase in payroll expenses, Leadership Madison income that isn't coming in due to the program being redesigned, and the fireworks bill came sooner this year and it was higher. The BoD would like another Income-Expense comparison for next month's meeting.

### 3. Director's report—Eric Hortness

k) Briefing of Chamber activities, upcoming events, ED activity, and membership

- l. Eric had a recap meeting with the South Dakota Historical Society and found a few of the building in Madison qualify to be added to the registry. The Ag class did great on our float this year. Courtney sent a letter to thank them for their hard work. Manufacturers week: The staff put out signs, took cookies to 10 manufacturers, and did ads on radio and in the newspaper. The office staff attended the SESD meeting at Camp Lakodia and it went well. Eric gave an update at the meeting on our upcoming events. Mitchell is bringing a tour bus through Madison today. We put together a list of downtown shopping and found a place for them to park the bus. The Candidate Forum will take place on Monday night. It will be for the House, Senate, and County Commissioners. KJAM will be recording it and replaying it the day after. Potential new members are LC43, Washington Market, Bei Capelli, and El Pino. Infotech put in a WIFI extender in the depot room and it seems to be working much better.

### 4. Old Business

vvv) Tiered Membership Update

- Currently 23% of our members would fall into the lowest tiered category, 65% of our members are in the \$285-\$550 (middle tiered) range, and 12% are above \$550. 163 of our members just pay dues and don't do sponsorships. Eric would like to implement a two-tiered system and then have the member choose a sponsorship level. Sponsorship levels are not defined right now. We would like to start advertising the structure by June or July. The Board asked that it be brought up at the Spring Mixer so members can start thinking about it early.

www) United Way - Downtown in MadTown

- Between tips and their cut of beer and inflatables, United Way ended up making \$1,570. It went better than they thought it would and said they would be glad to help again next year.

xxx) Rooster Rush Tailgate

- It did not go well this year. The committee took the leftover soup to the school. Other than the tailgate, the Rec & Tourney committee Passed out rooster rush t-shirts, hats, and posters for pheasant hunting season. The Rooster Rush gear is paid for by grant money.
- yyy) South Dakota Historical Society Update
- The report came back and they have 7 buildings that were deemed historical. Business owners are still considering. At that point we will consider changing it to the "historical district".
- zzz) Endowed Scholarship
- Tate Schwader was the recipient of the \$600 Endowed Scholarship for 2018-2019. He came to the meeting to thank the Board for the scholarship. He Grew up in Madison and is now playing basketball at DSU and pursuing a degree in Exercise Science.
- aaaa) Inflatables
- Carolan Rentals, an inflatable rental business who we have used for years, is going out of business. Eric would like to look into getting a group of businesses and nonprofits together to buy inflatables to rent out of the Chamber. BoD wants Eric to get a group together to hammer out a cost and all of the details.

## 5. New Business

- zz) Candidate Forum
- a. The forum will be held from 7-9 pm at the high school auditorium. The moderator will be Mark Millage who is the head of the DSU Foundation. The audience will have the option to fill out a notecard before the forum starts to submit a question.
- aaa) 2018 Annual Show & Sell
- a. Madison Christian School had to decline doing the concessions for 2018 due to a lack of volunteers. Courtney reached out to the marching band. They said they are pretty sure they will be able to do it but will give Courtney an answer after their next meeting.
- bbb) Holiday Mixer- New Name
- a. The holiday mixer has a new name -Fall Member Appreciation Mixer. They decided to changed it because it takes place in early November so the committee thought a fall theme is more appropriate.
- ccc) Chamber Trick or Treat
- a. The Trick or treat will take place on Oct 31 on Egan Ave. The DSU Volleyball Team will serve as crossing guards. Eric has also contacted the group REACT to help. NEW 1<sup>st</sup> between stadium and abstract. DSU Res life is not coming down this year.
- ddd) 2019 Membership Dues
- a. Option 1: 3% increase. This is a good option to cover the 2018 deficit. This would only affect the base fee not the additional fees for FTE, or amount off rooms, etc. Option 2: 5% increase. This is a good option but the board feels it may be to big of an increase for one year. Membership packets will be mailed in November.
- Motion:** Adam Shaw motioned to increase the dues rate for 2019 by 3% as presented by Eric Hortness and Liz Avery seconded. **Motion carried.**
- eee) January Board Meeting Moved to January 24<sup>th</sup>
- a. The tourism conference falls on the normal meeting day.
- fff) Diplomats Committee
- a. The committee's active member count has dropped down to 2 people. Courtney and Eric would like to dissolve the committee because the staff runs most of the events anyways. Sara would still serve as the BoD liaison for those events (fireworks, show & sell, and the mixers). The Board decided to keep the committee in place but take time off to recruit and revamp. Look for people in some of the more prominent businesses in town. In the meantime the office staff will continue to run the events under the supervision of Sara.
- ggg) "Group Me" an app for BoD Communications
- a. Sara brought it up to use for the Board of Directors communications. It's a free ap that is texting just in a different app. It's easier to use than an email and is a way to keep the Board more updated and to have faster communication for little decisions.
- hhh) MDHL Update
- a. Changes: We don't have a Leadership Madison group this year which leaves the attendance much lower. Eric has talked with Superintendent, Joel Jorgenson, about taking a high school group but they aren't sure how many students would be able to attend with the winter sports going on at the time. He would also want them to leave before the reception. The charter bus may not happen unless we get a big response from the community. Otherwise, we will take a smaller bus. On Monday, Courtney and Eric will have a call with Yankton about combining receptions because they fall on the same day so it makes sense to split the cost and have more attendants.

## 6. Consideration of standing committee meeting minutes: (Discussion & Approval)

Review of Committee Minutes: Community Promotions, Recreation & Tournament, Agriculture, Governmental Affairs, Education

**Motion:** Adam Shaw motioned to approve the standing committee minutes as presented and Sara Wardner seconded. **Motion carried.**

## 7. Ex-Officio Reports:

### ii) Kari Blom – Lake Area Improvement Corporation

- a. LAIC is working diligently on solving the housing problem for DSU and the community. They need the land to get started. They are currently working with many different farmers and had a Housing Meeting at DSU with multiple developers and builders. LAIC is hoping to break ground in the Spring of 2019, but they need land first. They will have more of a report closer to spring time. Falcon plastics is bringing more of their operation back to the US with the ground breaking of their new building. LAIC is also pushing for 5g in Madison along with DSU

### jj) Derek Lund – The Community Center

- a. Facility Info: a lot of updates in the pool area, energy efficient. They are working on fixing the front steps to prevent ice buildup that has happened in the past. The Training Membership package launched a little more than a year ago which is a step above normal membership. The Cross-Edge Program is going well and is looking at expanding with new equipment. Community Center "Visits" was the highest it has ever been in 2017. Memberships seem to be up a little but college demographic seems to be down. They do not feel like the Crossfit Gym or Strive 605 has hurt their memberships any. Strive 605 has been a helper and would like to partner with them in the future.

### kk) SFC John Anderson – 211<sup>th</sup> Engineering Co.

- a. The training event in September went well. Fort Hood is on the schedule for a 3-week ADT. It will be a 75-million-dollar training event. June of 2020, they are going to California for NTC. They made an appearance in the Trojan Days parade. There was some land donated to the VFW. Trying to raise money for a veterans park. It is the land across the street from Lewis and Montgomery's. They will need to raise around \$1million to get the park started.

## 8. Newsletter submission for December edition: (bi-monthly BoD article included in each newsletter)

a) **BoD Article** – Derek Dudley **Deadline:** November 16, 2018 **Publication Date:** December 14, 2018

## 9. Next Chamber Board of Directors Meeting: November 15, 2018

## 10. Adjournment: 9:00 AM

Adam Shaw motioned to adjourn the meeting and Sharon Patch seconded. **Motion carried.**

**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

## Agenda

### Call to order by President, Tom Bloom

#### 1. Consideration of: (Approval)

gg) Board of Directors November 15, 2018 Agenda

hh) Board of Directors October 18, 2018 Minutes

#### 2. Financial Reports— (Discussion & Approval)

- h) October - Accounts Receivable, Balance Sheet, & Profit & Loss Statement
- i) '17-'18 Income-Expense Comparison

### 3. Director's report—Eric Hortness

- I) Briefing of Chamber activities, upcoming events, ED activity, and membership

### 4. Old Business

- bbbb) Tiered Membership Update
- cccc) Inflatables
- dddd) 2019 Membership
- eeee) 2018 Annual Chamber Show & Sell
- ffff) Fall Member Appreciation Mixer
- gggg) Chamber Trick or Treat

### 5. New Business

- iii) Bookkeeping Situation
- jjj) Leadership Madison Update
- kkk) MDHL Update
- lll) Office Manager Update
- mmm) Handbook Changes
- nnn) December Office Schedule
- ooo) Staff Year-End Reviews
- ppp) Mad Money Holiday Promotion

### 6. Consideration of standing committee meeting minutes: *(Discussion & Approval)*

Review of Committee Minutes: Community Promotions, Recreation & Tournament, Agriculture, Governmental Affairs, Education

### 7. Ex-Officio Reports:

- II) **Robert Thill** – *City of Madison*
- mm) **Dr. Jose'-Marie Griffiths** – *Dakota State University*
- nn) **Joel Jorgenson** – *Madison Central School District*

### 8. Newsletter submission for December edition: **(bi-monthly BoD article included in each newsletter)**

- a) **BoD Article** – Derek Dudley **Deadline:** November 16, 2018 **Publication Date:** December 14, 2018

### 9. Next Chamber Board of Directors Meeting: December 20, 2018

### 10. Adjournment

**MISSION STATEMENT:** *"To promote our members, the community, and economic development resulting in a better quality of life."*

### Minutes

**Call to order by President, Tom Bloom at 7:04am**

**Members Present:** Dan Buresh-Treasurer, Derek Dudley, Sharon Patch, Tom Bloom-President, Sara Wardner, Kevin Jaspers, Liz Avery, Stacy Krusemark, Sarah Cronin

**Members Absent:** Adam Shaw-Vice President

**Staff Present:** Eric Hortness-Executive Director and Courtney Storm-Promotions & Committee Coordinator

### 1. Consideration of: *(Approval)*

- ii) Board of Directors November 15, 2018 Agenda

**Motion:** Sara Wardner motioned to approve the agenda as presented and Kevin Jaspers seconded. **Motion carried.**

jj) Board of Directors October 18, 2018 Minutes

**Motion:** Kevin Jaspers motioned to approve the minutes as presented and Sharon Patch seconded. **Motion carried.**

## 2. Financial Reports— (Discussion & Approval)

j) October - Accounts Receivable, Balance Sheet, & Profit & Loss Statement

- Tom, Kevin, and Adam sat down and went over. End of September we were looking at \$17,000 short versus the end of October we are looking at \$12,500 short.
- Month of November we have had \$1,330 Show and Sell Registrations come in. Down to \$11,200 Short without running the November Financials right now. Most of the revenue from Show and Sell is on the front page already.
- Membership Dues: \$103,556 almost identical to last year. This does include the \$3,748 outstanding that has already been invoiced out. Hortness feels this mostly collectible. One big one is Sportsman's \$700ish and Kyle is aware he needs to pay. Hillside is the other big one, and Nefu is aware they have received the benefits and need to pay. Schwenke's and Bob the Plumber are aware they need to pay up as well. Outerworld is one we are trading out window cling decals for the Depot in exchange for their 2018 Membership. We are still working with Brenda Hanley to do another presentation in 2019 for LM. Around \$620 will probably not be collected.
- Next year Hortness has a \$10,000 profit at the end of the year due to a \$10,000 profit from DownTown in MadTown and it will then go back into the 2020 event. No consultant fee @ \$12,500 in 2019.
- Perceived \$5,000-10,000 deficit at the end of the year for 2018.
- Leadership Madison was a flow through but normally showed a profit at the end of the year but would get spent in the first 3 months of the following year. When Leadership Madison was started the first year, there was probably an influx of money due to the program spanning over 2 calendar years.
- Promotional income- Area Guide is continuing to flourish and will probably increase again this year. Hortness feels website advertising will only continue to grow as well now that we have a full year of data to give out. With a Tiered Membership the Website advertising will grow too. Hortness feels this is something we should keep pushing.

k) '17-'18 Income-Expense Comparison

**Motion:** Kevin Jaspers motioned to approve the financials as presented and Derek Dudley seconded. **Motion carried.**

## 3. Director's report—Eric Hortness

m) Briefing of Chamber activities, upcoming events, ED activity, and membership

- Right after the October Board Meeting Mitchell brought their Tour Bus to Madison. The Leader texted Eric and said everyone had a great time and many were going to come back.
- Candidate Forum went very well. Didn't get to all of the questions but had a good variety.
- Special Trick or Treat for Gabe Gitzen DownTown-30+ businesses downtown that participated and was a great event.
- DownTown Trick or Treat- Over a thousand kids were downtown. A lot of positive feedback on crossing guards.
- Fall Mixer- Always hard this time of year to pick a good date but a very good turnout. Still surprises us how many people who are employed by a Chamber Member but don't know that they're a Chamber Member. Office will look at promoting more in 2019 to get the word out. Avery mentioned going out to the larger employers and presenting that information. Hortness stated he will try to mention at one of the HR leaders meeting.
- Show and Sell-129 booths in 2017, 113 in 2018 but fees have increased. Looking for help with set-up from Board Members as we no longer have an active Diplomats Committee and the Basketball Teams from DSU are not around. Tear down is covered with Girls Basketball. Hortness to send out a Group Me reminder to the group.
- Jeff Dittman asked that Hortness mention DSU is hosting an indoor Track Meet in Brookings and seeking volunteers to help out-February 28<sup>th</sup> and March 1<sup>st</sup>.

## 4. Old Business

hhhh) Tiered Membership Update

- 2020-but everyone who has moved to a tiered membership has seen an increase in revenue.
- If someone has a tough year financially, they have options to drop down a tier rather than dropping membership completely.
- This will need approved by May or June of 2019
- Hortness handed out Mobridge Chamber Tiered Membership.
- Hortness' plan for December is to combine certain models (Mobridge and Brookings) and tailor to our Chamber Members. Goal would be by March of 2019 to have the 2020 model complete.

iiii) Inflatables

- Will not be buying any in 2018. Hortness followed up with a few people in town and DSU spends \$1500 on just the football games. DeLon spends \$400 for Miracle Treat Day-Children's Miracle Network pays for that. There is a place where you get 4 total-2 bouncy castles and 2 bigger ones for \$7500. Hortness feels this is something to pursue in 2019 with a contract and protocol for damage etc.
- The biggest obstacle at this time would be Liability Insurance and who that falls on us or the renter.
- Bloom suggested a loan interest 3-year loan with paying what we make off them a year. Potentially looking into one of the banks here in town versus using the financing through the inflatable company.
- Wardner suggested looking into borrowing against our CD so we would be earning while paying. Best collateral there is from a banking standpoint.
- Storage: options would be putting them in a storage unit or an enclosed trailer. Group feels a trailer would be best and that could be used for potential marketing/sponsorships.
- Bring business plan to December Meeting

jjjj) 2019 Membership

- Tuesday, November 13<sup>th</sup> all Membership Packets were mailed out.
- Also, on Tuesday, November 13<sup>th</sup> Ruud's Construction joined as a member-Individual contractor near Chester. Used to work in Watertown.
- Automated Dairy: Permit hearing allowed a family from Washington State to bring an automated robotics Dairy Farm to the Madison Area. Highly engaged people and Jaspers perceived they will be Chamber Members. 3500 Jersey Herd that could grow to 5000. This would be the first robotic state of the art high tech dairy in the area. Southwest of Madison in the Orland Area.

kkkk) 2018 Annual Chamber Show & Sell

- Covered in the Director Report

llll) Fall Member Appreciation Mixer

- Covered in Director Report

mmmm) Chamber Trick or Treat

- Covered in Director Report

nnnn) DownTown in MadTown

- Jaspers mentioned with all of the time the Chamber puts into the event, taking \$2,000-3,000 back from the event for staff time and resources.
- Storm mentioned coming up with a percentage of the profits going back to the Chamber for time and resources.
- This is an event that can only grow with time

## 5. New Business

qqq) Bookkeeping Situation

- Group Me Update-Everyone's working
- Situation with WRC is Marlene retired so we ended up with Sara from Yankton. It took her quite a bit longer which was expected due to her being new to our accounts. However, it took much longer than expected. Now Sara is no longer with the company so they have two separate people trying to reconcile our accounts and doing payroll all remotely causing issue.
- Bills with Marlene -\$150-\$170 per month | Last few months- \$370 per month
- Tough part is if they have a question, they are not here to talk about it.
- Other businesses have been running into the same issue. Hortness talked with Dick Ellis at WRC and not confident the problem will get any better.
- Couple of people suggested Katie Nelson through Group Me. She lives in Madison and is fine with coming to the office just like Marlene did. Her price is \$300 per month for 5 hours a month. We would typically use her 4-5 hours. Anything over 5 hours she charges \$75/hr.
- Budgeted for 2019 \$4500 annually or \$375/month

**Motion:** Liz Avery motioned to use Katie Nelson as our Bookkeeper effective December 1<sup>st</sup> and Sharon Patch seconded. **Motion carried.**

rrr) Leadership Madison Update

- Potential coming changes: If you're a sponsor, you won't automatically get a free participant. Sponsors will now be required to pay for their participants. We are also changing the format to 8:30-11:30 so participants will have time to get lunch on their own.
- Our last Committee Meeting was the most productive we've ever had. A lot of good ideas.
- Bloom asked who was all on the Committee: Stacy Krusemark, Adam Shaw, Nick Podhradsky, Laurie Bunker, Donna Fawbush, Mandy Parpart, Dennis Slaughter. Brenda Strom used to be but heard through the grapevine she is now working in Brookings.

sss) MDHL Update

- With no Leadership Madison, no High School Students this year

- Current discussion is combining the reception with Yankton and split the cost. Trying to get Freeman and Salem involved and do a Highway 81 SESD Roadshow. Yankton provides a block of rooms as they got rid of their bus 4-5 years ago and saw an increase in participation.
- Governmental Affairs Committee will be discussing how to change our plan for this year as we had things geared more for Leadership Madison.

#### ttt) Office Manager Update

- How are things going with Megan being gone?
- Hortness and Storm have had a couple of weeks to let this set in. We initially had a discussion on a part-time person for 2019, however both have decided a full-time person is necessary. Storm will be having a baby in June and will be on maternity leave for a period of time in the summer. Things will need to be spread out a little bit more. Storm feels after learning a lot of what the Office Manager did, it is pertinent to have a third full-time person. That person handles everything office-wise: phones, walk-ins, etc. Having someone to take care of those things helps out a ton in allowing Hortness and Storm to get things accomplished.
- Storm is looking at 4 straight weeks and then coming back part-time for awhile after that. A lot will depend on when baby comes and daycare things too.
- Bloom had a bunch of people come up to him and compliment him on the active Chamber and appreciative for everything the Chamber does. The board feels this is something important to keep promoting.
- Avery mentioned that a couple of years ago the reason for added Storm's position was to increase visibility and to alleviate some of the added stress in the office. She agrees we need to keep a third full-time person to not roll backwards.
- Hortness explained in the budget for 2019 it was budgeted to have Megan still working at the Chamber. There are always ways to cut \$500 here and there to help the budget as well. Never going to find a big item, it's the little things you can chip away at and they add up in the end. We are planning right around \$30,000 annually. Eric budgeted \$163,000 for all 3 employees. Hortness feels we should end right around 0 with 3 full-time people.
- Hortness feels we need to move forward with advertising and interviewing so we need to have a decision made today as people look for FT vs PT.
- Wardner mentioned that we budgeted for a third full-time person and we were not going to reduce Megan's hours. She also mentioned that Storm's pregnancy should not be a factor as we don't want to stress our staff and be back in the same situation as 2 years ago.

**Motion:** Liz Avery motioned to approve the a 3<sup>rd</sup> full-time Staff Member for an Office Manager and Sara Wardner seconded. **Motion carried**

#### uuu) Handbook Changes

- PTO payout: Hortness mentioned this was only brought up because Megan left. The way our PTO Payout works now is if you're at the Chamber for a month, you earn PTO and if you leave it still gets paid out. Hortness would like a change in the Handbook to put a time stipulation how long you have to be here before your PTO is paid out.
- To give everyone an idea: Megan was paid out for 66 Hours in the amount of \$957 after only being here 8.5 months.
- After one year you accrue 120 hours. Depending how much you used the Chamber could be paying out up to 120 hours at the employee hourly rate. For your first 2 years of employment, you earn 5 hours every pay period or 10 hours per month. Avery mentioned this is Vacation and Sick Pay as we only offer the one.
- Hortness asked if any employers do a percentage system with payout. East River and Farm Credit do not pay out Sick Leave. DSU- you cannot use PTO for the first 6 months.
- Avery suggested a 50% at 6 months and 100% after a year.
- Hortness and Storm would prefer you have to be here a year or you get none of it as this is a higher turnover office and it takes a lot of time and effort to train someone for this position.
- Avery mentioned your highest percentage of turnover is in the first 6 months and then 6-12 months. Typically, if they are there a year, they are going to stay at least 2 years.
- Bloom suggested earning 60 hours your first year and 120 your 2<sup>nd</sup> year.
- We do not have a policy that states they cannot take PTO after putting in their notice. Avery stated you do not have to give them that time. It is discretionary on whether they are allowed to use it.
- Hortness will draw up the motion stating you can use PTO after 3 months but it will not be paid out until after the 1-year anniversary. Will approve in December.

#### vvv) December Office Schedule

- Storm took the 26-28<sup>th</sup> off back in February.
- Hortness would like to have the office closed on Friday, December 28<sup>th</sup> and possibly Thursday, December 27<sup>th</sup> at noon. His son will be playing Friday and Saturday out in Rapid City. He is willing to keep the office open on Thursday, December 27<sup>th</sup> and drive out to Rapid after 5pm that day.

- Storm mentioned that the office typically has not been busy between Christmas and New Year's.
- The board decided the office closed on December 28<sup>th</sup>.

www) Staff Year-End Reviews

- Last year Hortness completed Manthey and Storm's reviews and will complete Storm's again.
- 2017 Bloom and Wardner sat down with Hortness and went over board comments. Bloom will send out to the Board again and get feedback then sit down with Hortness to go over it.

xxx) Mad Money Holiday Promotion

- November 26<sup>th</sup> through a maximum of \$10,000. Buy \$100 and receive an additional \$15 free with a max of \$300 per person/business.
- Update on Mad Money: a little over \$6,000 above 2017 used in 2018 already.

**6. Consideration of standing committee meeting minutes: (Discussion & Approval)**

Review of Committee Minutes: Community Promotions, Recreation & Tournament, Agriculture, Governmental Affairs, Education

**Motion:** Sara Wardner motioned to approve the standing committee minutes as presented and Sharon Patch seconded. **Motion carried.**

**7. Ex-Officio Reports:**

oo) Robert Thill – City of Madison

pp) Dr. Jose' -Marie Griffiths – Dakota State University

- Stacy believes Dr. Griffiths is still in California. University closed on the parish property across the street from St. Thomas School and hope to have open for fall of 2019 as a Residence Hall. They are looking to build a new residence hall and meeting with an architect to bring to Board of Regents in December or January. MadLabs building is nearly enclosed. Discussions of businesses that will be in MadLabs or the Heartland Tech Center. 3 companies have called and want to rent out space without being sought after. Hopefully will have it filled within the next year or so. Housing is a huge issue for DSU and when the new MadLabs building opens there will be an influx in high paying jobs out of the gate. Krusemark is unsure where the University Daycare discussion ended up.
- Avery inquired about who is taking the lead on these issues in town. Hortness stated LAIC is taking the lead on the housing situation and working diligently to get something figured out. He is unsure who will take the lead on Daycare as there are a lot of rules and regulations preventing people from opening it in already existing structures. Avery mentioned reaching out to the established centers in Sioux Falls to see if they would bring a branch to Madison. Hortness will bring up to LAIC as he has been under the impression that LAIC brings things to town and the Chamber promotes what is here.

qq) Joel Jorgenson – Madison Central School District

**8. Newsletter submission for December edition: (bi-monthly BoD article included in each newsletter)**

a) **BoD Article** – Derek Dudley **Deadline:** November 16, 2018 **Publication Date:** December 14, 2018

**9. Next Chamber Board of Directors Meeting:** December 20, 2018

**10. Adjournment 8:55 am**

Liz Avery motioned to adjourn the meeting and Stacy Krusemark seconded. **Motion carried.**



**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

## **Agenda**

### **Call to order by President, Tom Bloom**

#### **1. Consideration of:** *(Approval)*

- kk) Board of Directors December 20, 2018 Agenda
- ll) Board of Directors November 15, 2018 Minutes

#### **2. Financial Reports—** *(Discussion & Approval)*

- l) November- Accounts Receivable, Balance Sheet, & Profit & Loss Statement
- m) 17-18 Comparison

#### **3. Director's report—Eric Hortness**

- n) Briefing of Chamber activities, upcoming events, ED activity, and membership

#### **4. Old Business**

- a) Office Manager Update
- b) New Bookkeeper
- c) Handbook Changes
  - Motion for PTO Payout Change
  - Motion for Cell Phone Reimbursement Change (pay period rather than Quarterly)
  - Motion for Fringe Benefit Pay Change (pay period rather than monthly)
- d) Mad Money Holiday Promotion
- e) Newsletter
- f) 2019 Membership Update
- g) Show & Sell Review (Income/Expense)

#### **5. New Business**

- a) Madison's Magical Christmas Review – Income/Expense to come in January
- b) 2019 Officers
  - President –
  - Vice President –
  - Secretary/Treasurer –
  - Need to schedule a time to meet at Wells Fargo to change account signatures.
  - Storm will get the appropriate forms from Great Western.
- c) Endowment Contribution - \$2000
  - Bowling for Business 50/50 - \$98
  - Golf Classic 50/50 - \$600
  - Rooster Rush Tailgate - \$309
  - Sponsorships - \$150
  - Chamber Contributes - \$843

Annual Member Recognition & Mixer Date

d) Executive Session – Year-end Bonuses

- Membership – Retain 95% of members over 2017
- Advertising: Current Status for Newsletter, Website, and Area Guide- \$29,535
- Payout Percentages (Eric: 59% | Courtney 41%)

e) 2019 Incentives

**6. Consideration of standing committee meeting minutes:** *(Discussion & Approval)*

Review of Committee Minutes: Gov. Affairs, Madison's Magical Christmas, Ag.

**8. Newsletter submission for March/April edition: (Quarterly BoD article included in each newsletter)**

a) **BoD Article – 2018 President**      **Deadline:** February 16, 2018      **Publication Date:** April 2, 2018

What I like about my role as a GMACC Board Member and why? **2019 Newsletter Contributors:** January Meeting

**9. Next Chamber Board of Directors Meeting:** Thursday, January 24, 2018 | 7:00 AM Depot

**10. Adjournment:**

**MISSION STATEMENT: "To promote our members, the community, and economic development resulting in a better quality of life."**

## **Minutes**

**Call to order at 7:07am by President, Tom Bloom**

**Members Present:** Tom Bloom-President, Adam Shaw-Vice President, Derek Dudley, Sarah Cronin, Sara Wardner, Sharon Patch, Kevin Jaspers, Stacy Krusemark, and Liz Avery

**Members Absent:** Dan Buresh-Treasurer

**Staff Present:** Eric Hortness- Executive Director, Courtney Storm-Promotions & Committee Coordinator

### **1. Consideration of:** *(Approval)*

mm) Board of Directors December 20, 2018 Agenda

**Motion:** Wardner motioned to approve the December Agenda as presented and Avery seconded. **Motion carried.**

nn) Board of Directors November 15, 2018 Minutes

**Motion:** Shaw motioned to approve the November Minutes as presented and Cronin seconded. **Motion carried.**

### **2. Financial Reports—** *(Discussion & Approval)*

n) November- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

a. Another \$600 has come in since the end of the month.

b. OuterWorld and You Can Too, Inc. will likely be written off as an exchange for services.

c. There are still a few memberships outstanding but a majority is Mad Money Cards that have been purchased and invoiced.

d. Out of \$3,006 we are going to continue to persist with the bills outstanding so likely none will have to be written off.

e. Hortness has explained to the businesses that still owe 2018 Membership Dues, that they have received the full year of benefits and still owe that amount. To Renew in 2019 will be their decision.

o) 17-18 Comparison

a. After middle payroll and last round of bills we are at -\$8200 presently without final payroll and bonus payouts. Year end payroll for 2017 came out in January of 2018. Hortness brought up to the board about 2018 final payroll. According to his research, if we have access to December 2018 Payroll in January 2019, then it should go on 2019 taxes. 2016 was paid in 2016 versus 2017. Talking with the accountant, there is no correct way to do it. Bloom and Shaw would like to start fresh and pay it before year end. Krusemark agreed.

b. Final December Payroll will be around \$3900. Bonus Payout is \$4500. **Motion:** Avery motioned to pay the Final December Payroll and Bonus Payouts before December 31, 2019. Shaw seconded. **Motion carried.**

c. We should know what we will be negative by the end of the week. Looking at the Checking account balance, we will need to take money from another account to zero it out. Last transfer from savings was in September or October. **Motion:** Shaw motioned to take the excess funds needed to zero the Checking Account from the High Yield Savings Account. Patch seconded. **Motion carried.**

d. Hortness stated the Gift Certificate Account at Great Western will be closed as of January 1, 2019 and the remaining balance will be transferred to the Mad Money Account as a buffer.

e. We are looking at a \$10,000 profit from DownTown in MadTown as we will not have the \$12,500 consultant fee. A portion of that will come back to the Chamber for the time and effort put in.

**Motion:** Dudley motioned to approve the December Financial Reports as presented and Cronin seconded. **Motion carried.**

### **3. Director's report—Eric Hortness**

o) Briefing of Chamber activities, upcoming events, ED activity, and membership

I. Madison Lawn Care stopped in and asked about lights on the Community Christmas Tree and we told them as many as they can.

II. Show and Sell went well. Few complaints were about the music being not loud enough and minor things of the same effect. Thanks to Vast for the internet help.

III. Mad Money Holiday Promotion took a little bit longer this year but we gave it all away still.

IV. Madison's Magical Christmas: Cancelled due to blizzard that never came. Day with Santa was rescheduled and still had a good turnout. We drew on Monday for the gifts and they were all picked up by Wednesday that week. Several were very thankful it was rescheduled and not cancelled.

V. 2019 Tourism Conference: Storm will attend as we are hoping to have an Office Manager in training by then.

- VI. Sale Barn Appreciation in the Middle of January
- VII. MDHL at the end of January
  - i. We will be combining with Yankton and Freeman for the Reception and splitting the costs. Salem opted out. Will save us money in the long run. We will not do a Charter Bus. The big event of the day will be the Reception with informational booths from businesses. The Hospital and Falcon will be attending. SE HWY 81 Roadshow. We will still try to meeting with Governor Noem for anyone who is out there.
  - ii. In 2020 we will look at going back to the whole day trip with a smaller bus.
- VIII. Bowling for Business at the end of February
- IX. Extended Hours: 2 Wednesdays open until 6 pm and one Saturday from 8-12 and gave out zero Mad Money Cards so we will not do this again in 2017.
- X. 71 Memberships turned in. 40 in December 2018.
- XI. City Sales Tax Revenue from 2017-2018 as of November is up \$70,000.
- XII. Loaded \$20,000 in Mad Money in December.
- XIII. Inflatables – more to come in January but there is an option with Great Western to borrow against our CD.
- XIV. Hortness will be one of 6 that will be tag teaming the high school baseball team this spring. Typically, practices are done 4:30-5pm and games are Sunday afternoons. He understands this Office will need to come first.

#### 4. Old Business

##### h) Office Manager Update

- a. 10 people have emailed interested. 5-6 did not submit the proper materials even after being asked a second time. A couple of them looking through the applications, we opted not to interview. We interviewed one and had a second one set up but she took a different position.
- b. Storm was contacted by a person from in town and if she is truly interested and submits the materials, is probably the one we will hire.
- c. There is one that applied that we feel should be allowed an interview but currently lives in Sioux Falls. Hortness asked the Board their thoughts on putting a stipulation on her moving to Madison rather than having an employee that lives in Sioux Falls. Shaw asked if we can legally stipulate that they have to live in town? We would have to check the policies and bi-laws. Avery stated the only person we could enforce that with is the “face” being the Executive Director. The Board decided to give a look.
- d. Final decision will be sometime after the first of the year.

##### i) New Bookkeeper

- a. Katie has been here twice for payroll and one reconcile.
- b. When someone new starts, there's always different ideas which is where the handbook changes came from.
- c. She gave us an idea on moving to an online version of Quickbooks and it is completely different than what we have. It is also quite a bit more expensive. We are wanting to keep what we have rather than making the switch.
- d. It will take her about a year to get comfortable with our accounts based on experience. She flies through stuff pretty quickly though.

##### j) Handbook Changes

- Motion for PTO Payout Change: This is what we discussed in November. Handbook will now read: Accrued PTO may be taken after three months of employment. As of December 31, of each year, up to 120 hours of remaining PTO may be carried over to the following year. An employee who resigns and is in good standing will be paid out their available PTO equivalent to their hourly rate as long as the employee has reached their 1-year anniversary with the Greater Madison Area Chamber of Commerce. If the 1-year anniversary has not been met, then the employee will forfeit all available PTO.

**Motion:** Shaw motioned to change the PTO Payout Handbook Change as presented and Jaspers seconded.

##### **Motion carried.**

- Motion for Cell Phone Reimbursement Change (pay period rather than Quarterly)- Katie Suggested to make things easier and quicker on her. Handbook will now read: For work use of personal cell phone: The Executive Director will be reimbursed \$37.5 per pay period. The Promotions & Committee Coordinator will be reimbursed \$20 each pay period.
- Krusemark brought up the verbiage needs to be corrected. We are not technically reimbursing, its an allowance. Shaw asked if an allowance is taxable versus a reimbursement is not. The Board would like clarification before the motion can be made.

**Motion:** Shaw motioned to table this motion until we can get clarification from Katie Nelson on the correct verbiage. Dudley seconded. **Motion carried.**

- Motion for Fringe Benefit Pay Change (pay period rather than monthly)- Katie Suggested to make things easier and quicker on her. Handbook will now read: Full Time Employees will be eligible for a taxable employee fringe benefit paid in equal installments each month.

**Motion:** Shaw motioned to change the Fringe Benefit Handbook Change as presented and Avery seconded.

**Motion carried.**

k) Mad Money Holiday Promotion

- Discussed in the Executive Director Report.
- Took about a week longer to give away.

l) Newsletter

- We have one more to get out as we had a perfect storm of events in December with being down to 2 office staff. We also had issues with Storm's laptop that we limped through events and then Infotech had it for a few days.
- The Board feels it is tough to know if anyone reads the hard copies. Patch stated no one takes them from Unique Boutique. Hortness picks up quite a few old ones to throw when he drops off the new ones. Jaspers feels we should definitely continue with the online version. Bloom and Shaw suggested cutting print altogether and trying to minimize all print in general usage. The Board agreed.
- \$600 to print each quarter. \$2400 per year.
- Could go to a flipbook technology similar to the Area Guide online.
- Online, we should be able to get the analytics to see who is all looking at it.
  - Krusemark wondered about getting the analytics from DSU as Jane forwards to all employees. He will work with Jane about getting employees to go out and subscribe rather than sending as a mass forward.

**Motion:** Cronin motioned to do away with the print version of the Newsletter and only do an online version.

Shaw seconded. **Motion carried.**

m) 2019 Membership Update

- Went over in Executive Director Report-71 turned in so far

n) Show & Sell Review (Income/Expense)

- A few less booths but the rental fee was increased. Less booths allowed us to create more aisle space in the Fieldhouse and the vendors appreciated.
- The refunds were basically people who were duplicates of home direct sales or registered last year and couldn't make it any longer.
- 2016-\$5,000 | 2017- \$ 7,000 | 2018- \$8,000 in profit
- All surveys have commented on how good the food was. A few wanted healthier options. The Band did the food and went with BBQ's and Hot Dogs. They earned \$1,100. The vendors turned in their order forms for lunch and typically it's the Chamber running the food, and the band took charge of that. They are contemplating eliminating the DPP and just doing the Fieldhouse as the placement isn't very good in the DPP.

**5. New Business**

f) Madison's Magical Christmas Review – Income/Expense to come in January

- Went over in Executive Director Report
- Income/Expense will come in January
- Set-up and Tear-Down went very smoothly with DSU Athletes
- Avery asked what do we do for DSU as we utilize them quite a bit. Hortness stated for the Show and Sell we bought pizza.

g) 2019 Officers

- President – Adam Shaw

**Motion:** Patch motioned to approve Adam Shaw as 2019 Board of Directors President and Cronin seconded.

**Motion Carried.**

- Vice President – Dan Buresh volunteered to step into the Vice President position.

**Motion:** Avery motioned to approve Dan Buresh as the 2019 Board of Directors Vice President and Shaw seconded. **Motion Carried.**

- Treasurer – Stacy Krusemark volunteered to move into the Treasurer position.

**Motion:** Shaw motioned to approve Stacy Krusemark as the 2019 Board of Directors Treasurer and Avery seconded. **Motion Carried.**

- Need to schedule a time to meet at Wells Fargo to change account signatures.
  - Storm will get the appropriate forms from Great Western.

h) Endowment Contribution - \$2000

- Bowling for Business 50/50 - \$98
- Golf Classic 50/50 - \$600
- Rooster Rush Tailgate - \$309
- Sponsorships - \$150
- Chamber Contributes -\$843

- i) Annual Member Recognition Mixer Date
- Typically, we start looking at dates in January.
  - 2018 date was March 24<sup>th</sup>.
  - We try to plan it before Easter and that will be April 21<sup>st</sup> in 2019.
  - Look at March 25<sup>th</sup> as that's a good time before Track starts. Storm will check with the Playhouse to see if this date is open. Hortness to check with Buresh about Pheasants Forever Banquet.

j) Executive Session – Year-end Bonuses

The board went into Executive Session at 8:32 am. **Motion:** Shaw motioned out of executive session at 9:07am. Wardner seconded. **Motion carried.**

- Membership – Retain 95% of members over 2017
- Advertising: Current Status for Newsletter, Website, and Area Guide- \$29,535
- Payout Percentages (Eric: 59% | Courtney 41%)

k) 2018 Incentives to be paid out

- \$2649.10 Hortness | \$1840.90 Storm – minus payroll taxes.

**Motion:** Wardner motioned to pay out 2018 Incentives as listed. Cronin seconded. **Motion carried.**

l) 2019 Incentives

1. Bonus will be 2% of the collected membership revenue as of 12-1-19 as long as it is greater than or equal to \$103,000. Payable the last payroll in December 2019 minus payroll tax. **Motion:** Shaw motioned to put the new membership incentive in effect for 2019. Krusemark seconded. **Motion carried.**
2. Advertising: \$24,000 Base Revenue. | \$24,001 - \$44,000 = 10% | \$44,001 and above = 20%. **Motion:** Shaw motioned to keep the advertising incentive from 2018 to 2019. Avery seconded. **Motion carried.**

m) Salary Increases

- Hortness 3.5%
- Storm 3%

**Motion:** Avery motioned to increased Hortness payroll by 3.5% and Storm by 3% effective January 1, 2019. Patch seconded. **Motion carried.**

n) Amend Budget

- Payroll Budget for 2019 will be increased to \$165,000 to accommodate payroll plus incentives increase.

**Motion:** Shaw motioned to amend the 2019 payroll budget to \$165,000. Dudley seconded. **Motion carried.**

**6. Consideration of standing committee meeting minutes: (Discussion & Approval)**

Review of Committee Minutes: Gov. Affairs, Madison's Magical Christmas, Ag.

**Motion:** Dudley motioned to approve the Committee Minutes as presented. Cronin seconded. **Motion carried.**

**8. Newsletter submission for March/April edition: (Quarterly BoD article included in each newsletter)**

**2019 Newsletter Contributors:** January Meeting

**9. Ex-Officio Reports**

a) **SFC John Anderson – 211<sup>th</sup> Engineering Co.**

- They received the superior unit award for their training metrics. There are only 30 in the country awarded. The DeSmet Unit will be closing and moving their training here. One full time employee

**10. Next Chamber Board of Directors Meeting:** Thursday, January 24, 2019 | 7:00 AM Depot

**11. Adjournment:** Shaw motioned to adjourn the meeting at 9:19am. Dudley seconded. **Motion carried.**

GREATER MADISON AREA CHAMBER OF COMMERCE  
BOARD OF DIRECTORS MEETING

Thursday, January 25, 2018  
Depot Community Room 7:00 AM