

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

Agenda

Call to order at 7:00 a.m. by President, Adam Shaw

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

Members Absent: Sharon Patch

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

1. Consideration of: *(Approval)*

a) Board of Directors April 18, 2019 Agenda

- **Motion:** Jaspers motioned to approve the April Agenda as presented & Wardner seconded.
Motion carried.

b) Board of Directors February 21, 2019 Minutes

- **Motion:** Wardner motioned to approve the February Minutes as presented & Bloom seconded.
Motion carried.

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

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

1. Reviewed the March financials – We are around \$17,000 outstanding & have around 30 memberships that have yet to be renewed.
2. On April 1st a 60 day past due letter was sent to the members that have not renewed & that seemed to get a lot of people's attention.
3. We will send out a 90 day past due letter May 1st to the memberships that still haven't been paid.
4. We will follow up with a phone call if the 90 day letter doesn't encourage members to renew.
 - **Motion:** Wardner motioned to approve February & March financials as they were presented. Jaspers seconded. **Motion carried.**

3. Director's report—Eric Hortness

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

1. Bowling for Business at the end of February,
2. Candidate Forum at the start of April – things might be considerably different for Madison as we move forward with a new mayor. We are hopeful they will continue our \$85,000.
3. DSU Benefit Fair – Storm & Lovro sat at a booth and handed out Area Guides.
4. Small Town Girlz Ribbon Cutting Thursday, April 25th.
5. MACE Conference – DownTown in MadTown is a finalist for Event of the Year.
6. Litswap
7. Met with the owner of Tailgators in Brandon. He is interested in opening a restaurant out by the new hotel. Depending on his financials hopefully we can get a new restaurant in town late spring/early summer of 2020.
8. Presented Board Members with a list of members that have dropped since January. A majority of dropped members are businesses that have closed or we cancelled for non-payment. Avery requested the dollar amount for the members that have dropped. Also gave a list of new members.
 - i. Owner of The Hillside contacted Hortness about membership – they have hired a new book keeper and asked what they need to do to re-join. They are aware they need to pay last year & this year and sounded like they will become member
9. Mad Money Update – Numbers were down in January & February, about the same in March & on track to be ahead in April.

4. Old Business

a) GMACC Endowed Scholarship 2018-2019 Application Update

1. Deadline is May 1st, we have 1 application so far. We collect the applications & the DSU Foundation picks the winner. Amount will likely be \$700 this year. It was &600 last year.

b) 2019 Madison Area Guide

1. Courtney & Danielle spent an entire day & got about half of them delivered. We are not happy with how a few different things turned out. The back cover is not centered & it is in the flip-book online. The colors on the "sections" are all different colors. The book is the same number of pages as it was last year but it is much thinner (cheaper paper?) Plan to discuss the issues with Dave at some point.

c) Tiered Membership Update

1. Hortness presented the Board with a handout that Storm put together. We are struggling with other options to add into the last 3 tiers (silver, gold, diamond) to add more value but don't want to take income away from ourselves.
2. Other tiered memberships usually have the value of the tier 1.5x more than what the business pays for the membership.
3. They have had cards for employees – show your card to a chamber business & get a certain % or \$ off. Would be hard to keep track of what business offers but could be an option for Diamond members. Problem would be getting businesses to agree to do it.
4. Will continue to tweak and will look in to different ideas. Community Center membership/percentage off, Prairie Village passes, more sponsorship dollars, more Mad Money were some ideas.

5. New Business

a) Annual Member Recognition Mixer – March 25, 2019 Review

1. Never know what kind of turn out we will have. Just happy we didn't have to reschedule due to weather. We got two new committee members after the meeting.

b) National Ag Week

1. Ag Week trivia on the radio – gave away \$10 Mad Money 2x a day for the week.
2. Two Ag Committee members contributed to the Daily Leader to make the public more aware of what tiling fields really does because there are a lot of negative opinions about it. Kevin encourages everyone to read it.
3. Gave scholarships away – Kaitlin Meadows & Brady Christenson were the recipients. Did not have many applicants.
4. Did Ag table tents at various restaurants. Gary's Bakery still has theirs up.
5. Going to area schools for Ag in the Classroom.

c) Bowling for Business Income/Expense & Review

1. Had 2 sessions 2 years ago – because of the weather we only had 1 session this year.
2. Made about the same amount of money as we did last year.

d) Candidate Forum

1. About 15 people showed up.
2. The city should use their texting notification system to send out a text to remind people to vote.

e) 1st Quarterly 2018-2019 Income Expense Comparison

1. \$7600 ahead of where we were at last year after the 1st Quarter.
2. Many committees are just starting their funds drives so those numbers will go up tremendously.
3. Had some pay-roll savings in between office managers.
4. No Downtown in MadTown \$12,000 expense this year either.

f) Member Benefit Discussion

1. Discussed in the tiered membership update.

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:** Avery motioned to approve committee minutes as presented & Jaspers seconded.
Motion carried.

7. Ex-Officio Reports:

a) Robert Thill – City of Madison

b) Dr. José Marie Griffiths – DSU

1. Stacy Krusemark spoke for Dr. Griffiths.
2. Former Catholic church property that the University bought is currently being renovated into new residence halls. It will be called Van Eps Place.

3. The last Board of Regents meeting was held at the beginning of April. Tuition rates went up about 3.3% and fees went up 2.9%. Most of this is due to increases in benefits & healthcare.
 4. Planning for a new residence hall that will begin construction next spring. Will have 120 beds. Not 100% sure on where this will be built.
 5. MadLabs will be ready to open in late August/September.
- c) Joel Jorgenson – Madison Central School District
1. New record of snow days this year.
 2. Staff were given a few different options on ways to make up snow days
 - a. DSU Steam Camp
 - b. Trauma Based Learning
 - c. CPR/AED certification
 - d. Sanford Inspire
 3. 2.5% State Funding
 4. Only 3 turnovers in employees this year.
 5. 2 new buses on the way – got a grant for that. They are LP buses & will need to be used in town for the first two years. They don't require engine block heaters. Use 5/6 quarts of oil instead of several gallons. The cost is around \$60,000 each.
 6. A facility study has begun to see how things will be in 5 to 10 years.
 7. Around 68 kids for kindergarten screening – they are expecting about 80 kids to come in to kindergarten for the 2019-2020 school year.

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

a) **BoD Article – Dan Buresh** **Deadline:** May 17th, 2019 **Publication Date:** June 14, 2019

9. Next Chamber Board of Directors Meeting: May, 16th, 2019 at 7:00 AM in the Depot

10. Adjournment

- **Motion:** Bloom made a motion to adjourn at 8:19 a.m. Seconded by Cronin. **Motion carried.**