

**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 August 16, 2018 Agenda
- b) Board of Directors July 19, 2018 Minutes

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

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

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

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

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

- a) Discovery Day/Road Race Update
- b) Downtown in MadTown
- c) New Board Position
- d) Mad Money gift card Update

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

- a) 2017 Tax Return
- b) Trojan Day Parade
- c) Introduction of Tiered Membership
- d) Preliminary 2019 Budget
- e) Lake Madison Development Association Annual Picnic
- f) New Board Photo
- g) 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:**

- a) **Rory Maynard** – *Lake Area Improvement corporation*
- b) **Kelli Wollman** – *Lake County*
- 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 – 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)

c) Board of Directors August 16, 2018 Agenda

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

**Motion carried.**

d) 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)

b) 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**

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

- 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 (Aug17), couple more Downtown in MadTown, citywide rummage (Aug24-25), 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 SESD. 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**

e) 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.

f) 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.

g) 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.

h) 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

h) 2017 Tax Return

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

i) Trojan Day Parade

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

j) Introduction of Tiered Membership

- 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.

k) Preliminary 2019 Budget

- 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.

l) Lake Madison Development Association Annual Picnic

- 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.

m) New Board Photo

- Postponed.

n) New Member Photo – Sarah Cronin

- Taken after meeting.

o) Marlene is retiring

- 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 talk 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:**

e) **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.

f) **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.

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

- a. Not present

h) **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.**