

**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 December 20, 2018 Agenda
- b) Board of Directors November 15, 2018 Minutes

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

- a) November- Accounts Receivable, Balance Sheet, & Profit & Loss Statement
- b) 17-18 Comparison

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

- a) 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
- d) Annual Member Recognition & Mixer Date
- e) 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%)
- f) 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)

c) Board of Directors December 20, 2018 Agenda

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

d) 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)

c) 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.

d) 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

b) 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.

GREATER MADISON AREA CHAMBER OF COMMERCE  
BOARD OF DIRECTORS MEETING

Thursday, December 20th, 2018  
Depot Community Room 7:00 AM

- 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

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

l) Newsletter

- a. 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.
- b. 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.
- c. \$600 to print each quarter. \$2400 per year.
- d. Could go to a flipbook technology similar to the Area Guide online.
- e. Online, we should be able to get the analytics to see who is all looking at it.
  - i. 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

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

n) Show & Sell Review (Income/Expense)

- a. 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.
- b. The refunds were basically people who were duplicates of home direct sales or registered last year and couldn't make it any longer.
- c. 2016-\$5,000 | 2017- \$ 7,000 | 2018- \$8,000 in profit
- d. 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

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

- a. Went over in Executive Director Report
- b. Income/Expense will come in January
- c. Set-up and Tear-Down went very smoothly with DSU Athletes
- d. 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.

h) 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.

i) Endowment Contribution - \$2000

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

j) 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.

k) 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%)

l) 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.**

m) 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.**

n) 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.**

o) 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.**