

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

Agenda

Call to order at 7:01 by President, Adam Shaw

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

Members Absent:

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

1. Consideration of: (Approval)

- Board of Directors February 21, 2019 Agenda

Motion: Bloom motioned to approve the February Agenda as presented and Avery seconded.

Motion carried.

- Board of Directors January 24, 2019 Minutes

Motion: Buresh motioned to approve the January Minutes as presented and Dudley seconded.

Motion carried.

2. Financial Reports— (Discussion & Approval)

- Year End Financial Review – Updates
 - January- Accounts Receivable, Balance Sheet, & Profit & Loss Statement
 - We had a lot more membership payments come in after the A/R Summary was completed on 1/31. A/R balance had about \$35,000 outstanding, with a majority of that being membership dues. Unpaid memberships were sent a letter in the beginning of February stating that if they have not paid by March 1st they will not be included in the area guide. It was discussed to drop members that have not paid dues from 2018 – if they want to re-join the Chamber they will need to pay 2018 & 2019 dues. We did not send membership packets to those that had not paid from 2018.
 - **Motion:** Buresh motioned to drop & send letters to the 6 delinquent accounts from 2018 and Avery seconded. **Motion carried.**
 - Katie, the new accountant, has been trying to figure out why our gift card payable is negative. She took some things home to see if she can figure out why that is happening.
 - Eric gave an update on those that have dropped membership since the beginning of the year.

Motion: Bloom motioned to approve the financials and Wardner seconded. **Motion carried.**

3. Director's report—Eric Hortness

- Briefing of Chamber activities, upcoming events, ED activity, and membership
 - Ag Committee had their Sale Barn Appreciation event – it was pretty well attended & went well. The Cracker Barrel was the same day. That was rather uneventful. All 3 representatives did show up. Trip to Pierre for MDHL went well with all things considered with the weather & DSU cancelling classes. Seemed to work great combining with Yankton and will consider doing that again next year.
 - Bowling for Business coming up on February 25th, the Annual Member Recognition Mixer on March 25th & the Candidate Forum scheduled for April 2nd if Marshall Dennert decides to run for mayor.
 - 110 Memberships left to renew.

- Upcoming summer events for Madison – The SD Hugh O'Brian Youth Leadership Seminar will be in Madison in early June. They are looking for community service ideas for June 8th for 120 sophomores. The South Dakota VFW will be hosting its annual conference in Madison June 13-16 and using DSU's facilities. Madison will host the 2019 State VFW 14U State Baseball Tournament July 19-21. There will be 8 teams and each team will play one game each day. East River's charity ride will be in September.
- Hortness gave an update on the new hotel - They do not have a booking system in place at this time so Terry Schultz is using an Excel spreadsheet to reserve rooms. They are still hoping for a June 30th opening.
- Our six dates are set for DownTown in MadTown - Dates will run from July 23rd to August 27th. August 6th will be shared with National Night Out. The bands should be finalized in the next few weeks.

4. Old Business

a) Inflatables Proposal

- I. First Madison Insurance quoted a number of \$25,000 for liability insurance for the year. They did some checking with other companies and came back with a quote of \$6,000. We also have the option of having anyone that rents the inflatables sign a release of liability form. Hortness showed examples of what this form could look like. Even with the liability waiver there is still a chance that if something happens we could be sued if negligence can be proven. Jencks was supposed to be getting back to Hortness with his thoughts on going that route.
- II. The Board agreed that we should step away from inflatables.

b) Tiered Membership Update

- I. Hortness gave the Board a handout of what their company paid for membership, sponsorships, advertising & events throughout 2018. The second handout showed the different levels of membership that had been updated slightly from what was discussed in the previous month. Board Members were encouraged to voice their opinion while looking at the level of membership that their business would fall under.
- II. Options were discussed on what to do for the businesses that don't want the advertising - more sponsorship dollars or Mad Money. One concern is that the Mad Money comes out of our pocket but we believe it will be appealing for members.
- III. If we can bundle enough into each package Chamber Members might give more if they're getting more in return.
- IV. The website advertising that we currently offer is based on the level of sponsorships and Area Guide advertising that our members. One suggestion was to include any advertising into the different Membership levels where a Diamond Sponsor could get a free Area Guide ad and free website advertising.

c) Tru Shrimp Update

- I. Shaw shared his thoughts on the TruShrimp tour. The tank that was shown was 1/28 of the size of the one that will be in Madison and it will use 73 million gallons of water a year. They plan to put up a water tower that will hold 75,000 gallons.
- II. The group that we sent was too large to go into the containment area but Terry Schultz has seen that they really do have shrimp in there.
- III. There have been a lot of questions about what the downsides of TruShrimp are. Housing and the kind of work force they will bring in are among the concerns.

d) 2019 Madison/DSU Hosts the Legislature – January 29

- I. This was covered more in Hortness' update. We will keep it as a combined event with Yankton.

f) New Board Initial Meeting Information & Assignments for 2019

Storm passed out all of this information. Commitment forms were signed and handed back in.

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

Board Members were all content with the committee they are on.

- Newsletter Assignment

Reminder that January's newsletter was the last printed newsletter we will have.

5. New Business

- 2019 Madison Area Guide Plan & Coupons
Courtney's been working away on the Area Guide - moving things around & designing ads. We put a price per inch on the ad design this year rather than \$/hr. Advertising should be about the same as last year.
- GMACC Endowed Scholarship 2019-20 Application
Application will be available March 1st. The process is anyone that wants to apply needs to be a member of a chamber or work for a member of the chamber and they need to be a student at DSU.
- Annual Member Recognition Mixer – March 25, 2019
The Playhouse is reserved for this date. Hortness said his plan for this year's mixer is to make it a point to ask for more volunteers. We also decided to get rid of DJ Double A this year.

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

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

Motion: Bloom motioned to approve the committee minutes. Patch seconded. **Motion carried.**

7. Ex-Officio Reports:

- Lake Area Improvement Corp -- new director to start March 4th.
- Kelli Wollmann—Lake County -- Stacy gave an update on a proposed housing development.
- The Community Center -- new director starts next week. He's from Grand Island & has been at a few different facilities prior to coming here.
- SFC John Anderson—211th Engineering Co

8. Newsletter submission for Quarter 2: **(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: Krusemark motioned to adjourn the meeting at 8:27am, Wardner seconded. **Motion carried.**