

**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