

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 July 19, 2018 Agenda
- b) Board of Directors June 21, 2018 Minutes

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

- a) June- 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) Update on Business Credit Card
- b) Update on switch to Vast Broadband
- c) Update on Golf Classic from June
- d) Discovery Day/Road Race Update
- e) Fireworks- July 4th 2018
- f) Downtown in MadTown

5. New Business

- a) New Board Position
- b) 2nd Quarterly Income Expense Comparison

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

Review of Committee Minutes: Community Promotions, Recreation & Tournament

7. Ex-Officio Reports:

- a) Robert Thill – Cityof Madison
- b) Dr. José-Marie Griffiths – Dakota State University
- c) Joel Jorgenson – Madison Central School District

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 August 16, 2018

10. Adjournment

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

Minutes: July 19, 2018

Call to order by President, Tom Bloom at 7:04

Members Present: Tom Bloom – President, Adam Shaw – Vice President, Liz Avery, Stacy Krusemark, Sharon Patch, Kevin Jaspers, Sara Wardner

Members Absent: Daniel Buresh – Treasurer, Derek Dudley

Staff Present: Eric Hortness – Executive Director, Megan Bousquet – Office Manager

Staff Absent: Courtney Storm – Promotions & Committees Coordinator

2. Consideration of: (Approval)

c) Board of Directors July 19, 2018 Agenda

Motion: Liz Avery motioned to approve the July agenda as presented and Kevin Jaspers seconded. **Motion carried.**

d) Board of Directors June 21, 2018 Minutes

Motion: Adam Shaw motioned to approve the June minutes as presented and Stacy Krusemark seconded. **Motion carried.**

2. Financial Reports— (Discussion & Approval)

b) June- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

Motion: Sara Wardner motioned to approve the June Financial Reports as presented and Sharon Patch seconded. **Motion carried.**

- Celtic Clippers, L&S Trucking, Youngberg for Senate, and Dar's Hair Salon have all paid since the financials have been printed. Madison Care and Rehab will be renewing at a new amount to be determined by Eric. Eric has been in contact with the other members who haven't paid. Approximately 8 will be dropped because they have not responded or haven't shown interest in renewing. Eric is confident that a tiered membership system will help retain members.

3. Director's report—Eric Hortness

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

- Courtney has not been feeling well lately but has been getting all of her work done from home. VFW state tournament went great. 2200 people came through the gate and there were 350 players. Eric extended a thank you to Raven for the tarps for the fields and the volunteers who helped get everything ready for the tournament. Next week, Eric will have a wrap up meeting to see if they want to proceed with hosting the tournament again next year. Eric has started planning the initial budget for next year and is exploring a tiered membership. The three new members are Jaime's Mobile Obsession, Randy Gross for State House, and Madison Area Arts Council. SESD annual meeting will be at Camp Lakodia in October. Courtney and Eric have switched desks. Courtney needed more space to work and Eric is in front of the members more now.

4. Old Business

g) Update on Business Credit Card

- We have received the card and have been using it. We have received the first statement and paid it off.

h) Update on switch to Vast Broadband

- The switch from Midco to Vast went over on the 9th. It didn't take very long and the only hiccup was they accidentally also unhooked LAIC. We still have not received check from Midco for the two phone lines that weren't working.

i) Update on Golf Classic from June

- We have received all bills from the Golf Classic. We made less this year because we had 2 less teams and golf course fees went up. The rec and tourney committee are looking at increasing their fees for next year. One of the differences pointed out on the profit loss is that they did different gifts rather than t-shirts. Tom commented that it was very well run and went smoother than most years.

j) Discovery Day/Road Race Update

- We are 9 days away (July 28). T-shirts have been ordered for the road races. The course will have to be reworked because the railroad is currently under construction. The plan is to start north of 2nd street so it is safer. Discovery Day is all planned out. Courtney is finalizing the map for all of the booths. The dunk tank will be the new addition this year. Adam Shaw, Kotten Koch, Coach Ricky, and Officer Gant will all be in the dunk tank. Pretty much everyone who had a booth last year has signed up for a booth again this year along with a few new ones.
- k) Fireworks- July 4th 2018
- Fireworks show went very well. Thank you to the Fire Department for setting off the fireworks again this year. The show cost around \$4000.
- l) Downtown in MadTown
- The turn out was way better than originally planned. We had 66 kids at the bounce house and 120 wristbands were given out at the beer cart. Some of the downtown businesses have reported they were busier than usual that night. Next week there will be more tables, more trash cans, another port-a-potty, and more volunteers to help with tear down. Stadium is going to change up their menu every week. It was brought up that the music was too loud. The money made off of the event this year will go towards next year's Downtown in MadTown. The main goal for DIM is to bring people into Downtown. Mustang is planning on bringing all of the dealers down on August 28 during their "Dealer Days". DSU night will be August 21. August 14 is going to be Falcon's night and they will bring all of their employees down. Tom asked for an income-expense breakdown for DIM so that if the board is asked about it they can give an informed answer. Eric is projecting \$27,000 in expenses for 2018 Downtown in MadTown. We are receiving free staging from east river and Madison cycling club which cuts down on costs.

5. New Business

c) New Board Position

- Sarah Cronen has applied and is the only one who actually submitted an application. Two others expressed interest but did not submit applications. She is currently active on the community promotions committee and has expressed interest multiple times about being more involved. The board agrees she will be a good fit.

Motion: Adam Shaw motioned to formally appoint Sarah Cronen to the open board position and Liz Avery seconded. **Motion carried.**

d) 2nd Quarterly Income Expense Comparison

- The committees all do a great job of doing funds drive. Some of the committees don't hold their funds drive until later in the year. Operating activity income is up a little. Insurance cost has doubled because of the extra insurance needed with gift cards. Monthly bookkeeping costs has dropped because the office is salaried. The promotion activity expense is higher because of DIM. The SESD is higher because we were approved for a higher matching amount for 2018. Gift card expense is down and Sunshine will be the new sponsor of the gift cards. The Area Guide expense was down because Courtney did the designing this year and we had more ad income in 2018. Eric is satisfied with where we are sitting at budget-wise.

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

Review of Committee Minutes: Community Promotions, Recreation & Tournament

Motion: Liz Avery motioned to approve the standing committee minutes as presented and Sara Wardner seconded. **Motion carried.**

7. Ex-Officio Reports:

d) Robert Thill – City of Madison

- a. The railroad track is being fixed. The city approved the new hotel, but the convention center is still in the works. Ground breaking will start next month. The city is currently working on fixing streets, seal coating, and painting. The public safety building is also still in the works.

e) Dr. José-Marie Griffiths – Dakota State University

- a. Dr Griffiths is gone for the Board of Regents. Stacy Krusemark is giving the DSU report instead. DSU is in the process of hiring an architect for student housing. They are hoping for new housing for fall of 2020. Housing at DSU right now is full. MadLabs: In August framing will be going up. 6th and Egan are partially closed so it works well for construction material delivery. August 17th is freshman move in

day. 20th is first day of classes. Fall athletes will be coming into town in the next couple weeks. The sports programs are evolving and bringing more students to campus. Tuesday the 21st will be their DSU night at DIM. Dr Griffiths was recently in Washington D.C. for a STEM summit. North of campus there will be a parking lot expansion. This is to relieve some of the street parking issues they have had in the previous years. It will not affect the sledding hill. The new parking lot will be open by the beginning of this school year.

f) Joel Jorgenson – Madison Central School District

- a. MCSD is currently looking for a middle school PE teacher. Interviews for this position will be next week. There are improvement projects going on at the high school and middle school such as parking lots, roofing, sidewalks, and auditorium lighting. Student registration is the first week of August. All fall sports are starting up August 6th or the week after. Open house is 22nd and first day is 23rd. There are many new faces in the school district: 12 new staff in the elementary, Middle school will have 4 new positions, 2 new teachers in High School, and 2 new custodian positions. Madison Central School District has started a demographic study. Currently the study is showing there will be a steady increase of class size over the next 10 years (depending on housing availability). The school is trying to make sure they have enough classrooms for the increase of students. The study should come out to the public at the August board meeting. They are working with Matt Wollman on a promotional video for the school. Last year they started the year with 110 kindergarteners as opposed to 80 the year before.

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 August 16, 2018

10. Adjournment: *Adam Shaw motioned to adjourn the meeting at 8:52 AM. Motion carried.*