

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 May 17, 2018 Agenda
- b) Board of Directors April 19, 2018 Minutes

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

- a) April- 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) NEW BOARD PHOTO
- b) GMACC Endowed Scholarship 2017-18 Recipients
- c) Business Credit Card Update - By-law change

5. New Business

- a) Discovery Day expenditure request
- b) Chamber Golf Classic – June 15th
- c) MACE Conference
- d) Prairie Village season passes
- e) Area Guide update
- f) Leadership Madison update
- g) Handling of Political Requests
- h) Transferring of Membership

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

Review of Committee Minutes: Leadership Madison,

7. Ex-Officio Reports:

- a) Robert Thill – City of Madison
- b) Dr. Jose'-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 – Liz Avery** **Deadline:** May 18, 2018 **Publication Date:** June 15, 2018

9. Next Chamber Board of Directors Meeting: June 21, 2018 at 7:00 AM in the Depot

10. Adjournment

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

Minutes: Thursday, May 17, 2018

Meeting called to order at 7:03 AM

Members Present: Tom Bloom – President, Adam Shaw – Vice President, Daniel Buresh – Treasurer, Liz Avery, Stacy Krusemark, Sharon Patch, Kevin Jaspers

Members Absent: Derek Dudley, Sara Wardner, Lisa Schaefer

Staff Present: Eric Hortness – Executive Director, Courtney Storm – Promotions & Committees Coordinator, Megan Bousquet – Office Manager

1. **Consideration of:** (Approval)

a) Board of Directors May 17, 2018 Agenda

Motion: Sharon Patch motioned to approve the May Agenda as presented and Stacy Krusemark seconded.

Motion carried.

b) Board of Directors April 19, 2018 Minutes

Motion: Dan Buresh motioned to approve the April Minutes as presented and Liz Avery seconded. **Motion carried.**

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

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

Motion: Kevin Jaspers motioned to approve the April Financial Reports as presented and Dan Buresh seconded.

Motion carried.

- Discussed area guide income expense this year. The income has gone up due to selling more ads and cost is down due to Courtney Storm designing this year. A grant from SESD will be coming in later this month to cover some promotion costs. Also discussed membership dues and write-offs.

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

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

- I. Sundog's open house is tonight from 5-7 pm with the ribbon cutting at 5:30 PM.
- II. Bull riding is June 8 out at Prairie Village.
- III. Golf classic currently has 30 teams committed to sign up for 2018. Eric offered spots to people who had teams last year first. Online registration will open later this month. The limit is 36 teams.
- IV. Gift card issues that were happening with McDonald's and Dairy Queen have been fixed.
- V. Newest member is Contae Loch, an Irish music group.
- VI. Eric urges the Board to consider moving to a tiered membership. We have had pushback of an "outdated" membership system. The tiered system is what is working for Chambers right now. The more you pay the more you get out of your membership. Yankton has 9 tiers. The best option is to have 4-5 tiers. Brookings has best looking tiered membership and should be looked at before moving forward.
- VII. Lisa Schaefer has resigned from the Board. Tom met with her and she decided that she didn't have the time to continue. We will be accepting applications for a new board member for next month. Adam Shaw will cover Sharon's Community Promotions meetings until a new member is found.

4. **Old Business**

Motion: Liz Avery motioned to go into Executive Session at 7:39 AM and Stacy Krusemark seconded. **Motion carried.**

Motion: Liz Avery motioned to come out of Executive Session at 8:06 AM and Stacy Krusemark seconded. **Motion carried.**

Motion: Liz Avery motioned to adjust Courtney Storm's salary to \$39,000 starting June 1st and Adam Shaw seconded. **Motion carried.**

a) *NEW BOARD PHOTO*

- Postponed until new member is found.

b) *GMACC Endowed Scholarship 2018-19 Recipients*

- Received 9 applications and the DSU Foundation selected Reid Guse. He is unsure whether or not he will be attending DSU so the scholarship is on hold for the moment.

c) *Business Credit Card Update - By-law change*

- Email read from a member who asked about why the change was needed. It was in the Monday minute 2 weeks in a row. This email was the only feedback received from our members.
- "Section 1. No disbursements of the funds of the Chamber shall be made unless the same shall have been approved, authorized and ordered by the Board of Directors unless otherwise provided for herein. All disbursements shall be made by check or debit card or credit card. Checks shall be signed and debit card or credit card receipts reviewed by any two of the following: President, Vice President and Executive Director. The Secretary/Treasurer may sign in the absence of the President, Vice President or Executive Director."

Motion: *Adam Shaw motioned to change the By-Laws (Article 9 Sec.1) as presented and Sharon Patch seconded. Motion carried.*

- Executive Director is leaning towards Great Western Bank for a credit card. The proposed plan is to take money we have in a Great Western account and move it to a few of the credit unions to support the credit unions. This is a prime opportunity to do so.

d) *Internet/Phone*

- \$119 for Midco vast is \$12 a month cheaper. Vast has been very supportive of the Chamber and its activities. Currently, we pay for 3 lines through Midco and one of the lines doesn't work. After this problem is solved, we should be getting money back for the non-working line. The Board feels the return for going with Vast is worth the cost.

Motion: *Adam Shaw motioned to switch internet and phone services to Vast Communications and Liz Avery seconded. Motion carried.*

5. New Business

a) *Discovery Day expenditure request*

- a. \$2875 was spent last year on Discovery Day. Valiant Living covered a part of the 2017 expense. The Chamber office plans to not go over \$3,000 and stay budget conscience. This request is for the inflatables on discovery day.

Motion: *Adam Shaw motioned to approve the Discovery Day expenditure request for \$3000 and Sharon Patch seconded. Motion carried.*

b) *Chamber Golf Classic – June 15th*

- a. 30 teams have committed so far for 2018. There a few changes this year to previous years. This year we have included a game bundle in the sign up for \$100. Most of the teams have taken this opportunity. Door prize winners will be drawn during the golfing instead of after. The food will be smoother this year because the Country Club has hired a new Chef. Instead of t-shirts we are doing golf balls, tote bags, and golf towels. We still in need volunteers for that day.

c) *MACE Conference*

- a. First week of May. Courtney and Eric went and Courtney won a scholarship to cover her conference fees. We didn't win the promotional video award. Madison lost out to Fargo who featured Shaquille O'Neil in their video. Good comments were received about our video.
- b. The Brandon Chamber complimented our website. They had some studies done on how to improve their own website and said Madison's website was one of the best viewed Chamber websites in South Dakota under some of the bigger cities (including Rapid City, Sioux Falls, and Spearfish).

d) *Prairie Village season passes*

- a. Available for the board to use.

e) *Area Guide update*

- a. Revenue is up because of Courtney designing. More people have been asking about them earlier this year.

f) *Leadership Madison update*

- a. The Leadership committee met at the end of April and decided to take a break to revamp for a year. They plan to redesign based on today's workforce, needs, and leadership styles. Members of the committee are meeting with sponsors to hear their ideas, wants, and needs. Eric is trying to get a

group together for lunch to throw ideas around. Eric has talked with 3 sponsors that wanted to put their sponsorship toward the next program. Some of the ideas talked about in the Leadership meeting were possibly capping the class at 16 and an interview process before program starts.

g) Handling of Political Requests

- a. We have had some backlash for posting political events. Board decided that the Chamber Office can accept event flyers but no endorsements for candidates.

h) Transferring of Membership

- a. The Board talked about what happens when a business sells but has already paid membership. It has been decided that the new business will have the option of getting a membership at the New-Member rate but will not be able to transfer membership.

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

Review of Committee Minutes: Leadership Madison, Education, Agriculture, and Community promotions

Motion: *Kevin Jaspers motioned to approve the standing committee minutes as presented and Adam Shaw seconded. Motion carried.*

7. Ex-Officio Reports:

a) Robert Thill – City of Madison

- a. Not present

b) Dr. Jose'-Marie Griffiths – Dakota State University

- a. Lowry hall has come down and they are beginning construction on the Mad Labs soon. DSU is actively working on research activities. The DSU Board approved a request for additional residential living. The current Doctorate programs are moving to PHDs instead of DSCs. There was an approval to bring forward a PHD in Cyber Defense. There is a new Graduate program in Cyber Leadership and intelligence. This degree would involve working with organizations to build strategies against threats and is more humanities based. All graduate degrees are expanding. Enrollment numbers are good but fluctuate day by day. DSU has been hiring people in marketing and communications. They are undertaking a new project in redesigning the DSU website. The rebranding of the identity will be unveiled next August, 2019. This will be aligned with the opening of the mad labs and website launch. They are working on expanding the foundation and need more people to help. Summer camps will start in June. DSU wants to improve relations with downtown and the campus. DSU will be bringing in more athletes to increase enrollment in other majors. The university will be pushing more second languages such as Russian and Arabic. They are talking about creating a Cyber Law degree.

c) Joel Jorgenson – Madison Central School District

- a. There are 11 new staff members between retirements, new positions, and people moving. There are 6 new members in the elementary, 3 in the middle school, and 2 in the High school. 84 kindergarteners are signed up so far for next school year. The summer food program will start May 30 11:30 to 12:30 any kids 1-18 will receive a free meal every day. Only one room left available in the elementary school this year. The school has signed a new food service contract. There will now be 5 options available in the high school including: Home comforts, field favorites, pizzeria, signature foods, and express. The contract is the same rate and has more opportunities. Professors will come and teach some dual credit classes on campus instead of online. Graduation is on Sunday May 20th at 2 pm, 94 students will be graduating. May 24th will be the last day of school. 7 Madison students received the Build Dakota scholarship.

8. Newsletter submission for March/April edition: (bi-monthly BoD article included in each newsletter)

- a) **BoD Article – Liz Avery** **Deadline:** May 18, 2018 **Publication Date:** June 15, 2018

9. Next Chamber Board of Directors Meeting: June 21, 2018 at 7:00 AM in the Depot

10. Adjournment: *Adam Shaw motioned to adjourn the meeting at 9:06 AM. Motion carried.*