

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

Agenda

Call to order at 7:00 a.m. by President, Adam Shaw

Members Present: Adam Shaw – President, Daniel Buresh – Vice President, Stacy Krusemark – Treasurer, Tom Bloom, Derek Dudley, Sarah Cronin, Liz Avery

Members Absent: Sara Wardner, Kevin Jaspers, Sharon Patch

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

a) Board of Directors May 16, 2019 Agenda

- **Motion:** Avery motioned to approve the May Agenda as presented & Cronin seconded.
Motion carried.

b) Board of Directors April 18, 2019 Minutes

- **Motion:** Bloom motioned to approve the April Minutes as presented & Dudley seconded.
Motion carried.

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

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

- a. A/R summary has improved – total outstanding is just over \$20,000 with \$5,000 of it being DownTown in MadTown sponsorships.
- b. A few more memberships have been paid – letters & phone calls have been helping with that.
- c. Did a \$20,000 transfer from checking to savings this month.
 - **Motion:** Cronin motioned to approve the April Financials as presented & Buresh seconded.
Motion carried.

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

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

- a. DSU Benefits fair – Storm & Lovro attended. Not very well attended by DSU employees. Most of the booths there were insurance type companies.
- b. City Wide Rummage – We had 37 register their rummages with us this year.
- c. Upcoming Events:
 - i. Bull Ride: June 7th
 - ii. Golf Classic: June 21st
- d. Shaw & Hortness started a Signing Day for Graduates that are going straight into the work force. This was similar to when an athlete signs a letter of intent to play at the college. There were 4 students that participated in this. They will plan to spruce it up a bit for next year.
- e. Interested NEW Members
 - i. Bank West will be opening a Madison branch.
 - ii. Carly Chambers is a teacher & does some realty work during the summer.
 - iii. Rutland School District: interested to promote their preschool.
 - iv. Casey Crabtree – Digital Billboard
 - v. Urban Junk: dropped 2 years ago. Expressed to Sarah that she was interested in joining again.
 - vi. The Hillside has called again asking what they owe.
 - vii. Anytime Fitness will open in Madison in the fall. Word is that they will be going into the old AT&T building.
- f. Flag Poles – one flagpole is cracked. Jen Eimers has a quote for us to get one new flagpole to put both flags on.
- g. Egan Ave Bump-outs: Sundog's plan for this is to build a deck type structure from the curb out to Egan Avenue approximately 8 feet by 20 feet. They will have chairs on it and a fence with solar powered lights for nighttime. This will give residents a chance to sit outside in the summer with out having to go out to the lake. The insurance for this will cost the business \$50 if they choose to do it & any other restaurant on Egan Ave will have the option to do this.

- h. Chamber Trip (Idea from MACE Conference)
 - i. The company gives the Chamber \$300 for every person that signs up to do this trip.
 - ii. After 20 people sign up they give the Chamber a free spot on the trip.
 - iii. The Chamber wouldn't have to plan anything for this – The company plans everything and takes all the registrations.
 - iv. A lot of Chambers have been using this for non-dues revenue because all that the Chamber would need to do is advertise for it.
 - v. We wouldn't be committed to anything if we choose to try it out.
- i. DownTown in MadTown
 - i. Sponsorship nights are almost filled.
 - ii. Craig's Shave Ice will be coming all 6 weeks. He was charged the non-member price of \$400. No interest in membership though.
 - iii. Jack's Meat Market will have a booth,
 - iv. Court Weck (Norwex) is interested,
 - v. All of the booths from last year will be back with the exception of Jaime's Mobile Obsession because she is no longer doing that as a business.
 - vi. The inflatables this year will be done by a company based out of Faith – they have a guy in the Watertown area that will come down all 6 weeks. They will setup & take down & bring 2-3 different inflatables every week.

4. Old Business

- a) GMACC Endowed Scholarship 2019-20 Recipients
 - a. 5 applicants.
 - b. Amount was \$650 – up from \$600 last year.
- b) Tiered Membership Update
 - a. Athletic passes (high school & DSU) for the two top tiers?
 - b. Employee discounts: Hortness visited with some business owners & they were interested in being a part of this. Thoughts were to offer a 5% discount at willing businesses. This would be an option for the highest tier.
 - c. Hope to have this finalized by the June BoD Meeting.
 - d. 30% of Chambers that were at the MACE Conference have switched to the tiered system.
 - e. Feedback from businesses has shown that they are interested in the sponsorship dollar portion more than anything.

5. New Business

- a) Discovery Day expenditure request
 - a. \$3000 request for the inflatables for Discovery Day. Cost is typically around \$2,500 – hasn't been over \$3,000 since 2016.
 - **Motion:** Bloom motioned to approve the expenditure request for up \$3,000 for Discovery Day inflatables. Cronin seconded. **Motion approved.**
- b) Chamber Golf Classic – June 21st
 - a. We have 31 teams signed up.
 - b. This year's gift will be a 4 pack of bar glasses with the Golf Classic logo on them. Cost for this gift will be about the same as last year's gift.
 - c. Vast will have a tent set up on the betting hole this year so that will save us 2 volunteers.
- c) MACE Conference
 - a. Winner of the Event of the Year was Lemonade Days in Bismarck.
- d) Prairie Village season passes
 - a. We have them. If Board Members want to use them let us know.
- e) Leadership Madison update
 - a. A lot of time has been spent redesigning the program. Topics have changed but a lot of the format has stayed the same.
 - b. The project for the participants will be Madison's Magical Christmas. They will have to seek out the fundraising money for this event & get everything scheduled. Added a speaker on project management.

- c. Personality Trait speaker has been the same for 15-16 years. We have selected a new speaker for this year & that will hopefully be more interactive for the group.
- f) Jury Duty – Employee Handbook change
 - a. This came up after Lovro was on Jury Trial. Handbook was looked at & decided that it needed to be changed.
 - b. Decision was made to turn in Juror check & will still be paid the salary for time missed.
 - c. Will update the handbook & present at the June meeting.
- g) Chamber Business Cards
 - a. Idea from MACE Conference: Different Chambers have generic "Chamber" business cards to give to their BoD to drop off at Chamber Businesses when they stop. These will show Chamber members that we do spend time/money at their businesses. Could also leave one at a non-member business to try to get them to join.

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

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

- **Motion:** Bloom motioned to approve the Committee Minutes as presented & Avery seconded.
Motion carried.

7. Ex-Officio Reports:

- a) Eric Fosheim – Lake Area Improvement Corporation
 - a. TruShrimp EDA pre-application completed & submitted for the infrastructure needs in the Industrial Park. This will be a joint effort between LAIC and the City.
 - b. Working with a developer on a multi-family housing operation & hopefully a day care center.
 - c. Some interest in Spec building recently.
 - d. Construction company looking to buy land in the Industrial Park – they don't want to buy an entire lot.
 - e. Meeting with some economic development folks to see what they are doing about housing in their areas. When developers look at the cost of the land & the cost of the building it is hard to get the rental rates at a reasonable amount for this community. Looking for ideas to incentivize the developers.
 - f. Shopko building has a company interested. The particular entity that is interested likes to own the building they are in so there could be a problem with the cost of the building & the buildings current owner getting the amount of money that he thinks he should.
- b) Kelli Wollmann – Lake County
- c) Nick Hansen – The Community Center
 - a. Summer brochures are done and distributed throughout the Community.
 - b. Partnering with the City's Rec department for Summer Activities.
 - i. Ninja Kids
 - ii. Iron Grip
 - iii. Dual MAC/CC membership
 - iv. Swimming Lessons at the MAC/CC
 - v. Family Fun Day July 13th from 2-5
 - vi. 3 vs 3 basketball tournament.
 - c. The MadMan Triathlon will be held June 1st. The first 2 triathlons in the state got cancelled so they are expecting a lot of people
 - d. Senior Games – June 28th & 29th
- d) SFC Chance Ragsdale – 211th Engineering Co
 - a. John Anderson took a job in Rapid City. Ragsdale took his position.
 - b. 5 Day drill June 6-10 in Minnesota for weapons qualification & combat lifesaving training.
 - c. The DeSmet armory will be closing. Will have a deactivation ceremony in September.
 - d. Transitioning into a new Army Combat fitness test. Will be much more intense than what the current test is.

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

a) **BoD Article – Dan Buresh** **Deadline:** May 17th, 2019 **Publication Date:** June 14, 2019

9. Next Chamber Board of Directors Meeting: June 20, 2019 at 7:00 AM in the Depot

10. Adjournment

Motion: Avery motioned to adjourn the meeting at 8:27 a.m. Buresh seconded. **Motion carried.**