

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 October 18, 2018 Agenda
- b) Board of Directors September 20, 2018 Minutes

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

- a) September- Accounts Receivable, Balance Sheet, & Profit & Loss Statement
- b) Quarterly Income-Expense Report – *will be printed and left on the table*

3. Director's report—Eric Hortness

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

4. Old Business

- a) Tiered Membership Update
- b) United Way - DownTown in MadTown
- c) Rooster Rush Tailgate
- d) South Dakota Historical Society Update
- e) Endowed Scholarship
- f) Inflatables

5. New Business

- a) Candidate Forum
- b) 2018 Annual Show & Sell
- c) Holiday Mixer- New Name
- d) Chamber Trick or Treat
- e) 2019 Membership Dues
 - Increase or keep the same?
 - Packets to be mailed in November
- f) January Board Meeting Moved to January 24th
- g) Diplomats Committee
- h) "Group Me" an app for BoD Communications
- i) MDHL Update

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

Review of Committee Minutes: Community Promotions, Recreation & Tournament, Agriculture, Governmental Affairs, Education

7. Ex-Officio Reports:

- a) **Kari Blom** – *Lake Area Improvement Corporation*
- b) **TBD** – *The Community Center*
- c) **SFC John Anderson** – *211th Engineering Co.*

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

- a) **BoD Article** – Derek Dudley **Deadline:** November 16, 2018 **Publication Date:** December 14, 2018

9. Next Chamber Board of Directors Meeting: November 15, 2018

10. Adjournment

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

Minutes: October 18, 2018

Call to order by President, Tom Bloom at 7:01 am.

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

Members Absent: Kevin Jaspers

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

1. Consideration of: *(Approval)*

c) Board of Directors October 18, 2018 Agenda

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

d) Board of Directors September 20, 2018 Minutes

Motion: Adam Shaw motioned to approve the minutes as presented and Derek Dudley seconded. **Motion carried.**

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

c) September- Accounts Receivable, Balance Sheet, & Profit & Loss Statement

Motion: Stacy Krusemark motioned to approve the Financial Reports as presented and Sharon Patch seconded. **Motion carried.**

d) Quarterly Income-Expense Report

- a. We are at \$17,000 less than this time last year. What is making the difference is the increase in payroll expenses, Leadership Madison income that isn't coming in due to the program being redesigned, and the fireworks bill came sooner this year and it was higher. The BoD would like another Income-Expense comparison for next month's meeting.

3. Director's report—Eric Hortness

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

- Eric had a recap meeting with the South Dakota Historical Society and found a few of the building in Madison qualify to be added to the registry. The Ag class did great on our float this year. Courtney sent a letter to thank them for their hard work. Manufacturers week: The staff put out signs, took cookies to 10 manufacturers, and did ads on radio and in the newspaper. The office staff attended the SESD meeting at Camp Lakodia and it went well. Eric gave an update at the meeting on our upcoming events. Mitchell is bringing a tour bus through Madison today. We put together a list of downtown shopping and found a place for them to park the bus. The Candidate Forum will take place on Monday night. It will be for the House, Senate, and County Commissioners. KJAM will be recording it and replaying it the day after. Potential new members are LC43, Washington Market, Bei Capelli, and El Pino. Infotech put in a WIFI extender in the depot room and it seems to be working much better.

4. Old Business

g) Tiered Membership Update

- Currently 23% of our members would fall into the lowest tiered category, 65% of our members are in the \$285-\$550 (middle tiered) range, and 12% are above \$550. 163 of our members just pay dues and don't do sponsorships. Eric would like to implement a two-tiered system and then have the member choose a sponsorship level. Sponsorship levels are not defined right now. We would like to start advertising the structure by June or July. The Board asked that it be brought up at the Spring Mixer so members can start thinking about it early.

h) United Way - Downtown in MadTown

- Between tips and their cut of beer and inflatables, United Way ended up making \$1,570. It went better than they thought it would and said they would be glad to help again next year.

i) Rooster Rush Tailgate

- It did not go well this year. The committee took the leftover soup to the school. Other than the tailgate, the Rec & Tourney committee Passed out rooster rush t-shirts, hats, and posters for pheasant hunting season. The Rooster Rush gear is paid for by grant money.
- j) South Dakota Historical Society Update
 - The report came back and they have 7 buildings that were deemed historical. Business owners are still considering. At that point we will consider changing it to the "historical district".
- k) Endowed Scholarship
 - Tate Schwader was the recipient of the \$600 Endowed Scholarship for 2018-2019. He came to the meeting to thank the Board for the scholarship. He Grew up in Madison and is now playing basketball at DSU and pursuing a degree in Exercise Science.
- l) Inflatables
 - Carolan Rentals, an inflatable rental business who we have used for years, is going out of business. Eric would like to look into getting a group of businesses and nonprofits together to buy inflatables to rent out of the Chamber. BoD wants Eric to get a group together to hammer out a cost and all of the details.

5. New Business

- j) Candidate Forum
 - The forum will be held from 7-9 pm at the high school auditorium. The moderator will be Mark Millage who is the head of the DSU Foundation. The audience will have the option to fill out a notecard before the forum starts to submit a question.
- k) 2018 Annual Show & Sell
 - Madison Christian School had to decline doing the concessions for 2018 due to a lack of volunteers. Courtney reached out to the marching band. They said they are pretty sure they will be able to do it but will give Courtney an answer after their next meeting.
- l) Holiday Mixer- New Name
 - The holiday mixer has a new name -Fall Member Appreciation Mixer. They decided to changed it because it takes place in early November so the committee thought a fall theme is more appropriate.
- m) Chamber Trick or Treat
 - The Trick or treat will take place on Oct 31 on Egan Ave. The DSU Volleyball Team will serve as crossing guards. Eric has also contacted the group REACT to help. NEW 1st between stadium and abstract. DSU Res life is not coming down this year.
- n) 2019 Membership Dues
 - Option 1: 3% increase. This is a good option to cover the 2018 deficit. This would only affect the base fee not the additional fees for FTE, or amount off rooms, etc. Option 2: 5% increase. This is a good option but the board feels it may be to big of an increase for one year. Membership packets will be mailed in November.

Motion: Adam Shaw motioned to increase the dues rate for 2019 by 3% as presented by Eric Hortness and Liz Avery seconded. **Motion carried.**

- o) January Board Meeting Moved to January 24th
 - The tourism conference falls on the normal meeting day.
- p) Diplomats Committee
 - The committee's active member count has dropped down to 2 people. Courtney and Eric would like to dissolve the committee because the staff runs most of the events anyways. Sara would still serve as the BoD liaison for those events (fireworks, show & sell, and the mixers). The Board decided to keep the committee in place but take time off to recruit and revamp. Look for people in some of the more prominent businesses in town. In the meantime the office staff will continue to run the events under the supervision of Sara.
- q) "Group Me" an app for BoD Communications
 - Sara brought it up to use for the Board of Directors communications. It's a free ap that is texting just in a different app. It's easier to use than an email and is a way to keep the Board more updated and to have faster communication for little decisions.
- r) MDHL Update
 - Changes: We don't have a Leadership Madison group this year which leaves the attendance much lower. Eric has talked with Superintendent, Joel Jorgenson, about taking a high school group but they aren't sure how many students would be able to attend with the winter sports going on at

the time. He would also want them to leave before the reception. The charter bus may not happen unless we get a big response from the community. Otherwise, we will take a smaller bus. On Monday, Courtney and Eric will have a call with Yankton about combining receptions because they fall on the same day so it makes sense to split the cost and have more attendants.

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

Review of Committee Minutes: Community Promotions, Recreation & Tournament, Agriculture, Governmental Affairs, Education

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

7. Ex-Officio Reports:

d) **Kari Blom** – *Lake Area Improvement Corporation*

- a. LAIC is working diligently on solving the housing problem for DSU and the community. They need the land to get started. They are currently working with many different farmers and had a Housing Meeting at DSU with multiple developers and builders. LAIC is hoping to break ground in the Spring of 2019, but they need land first. They will have more of a report closer to spring time. Falcon plastics is bringing more of their operation back to the US with the ground breaking of their new building. LAIC is also pushing for 5g in Madison along with DSU

e) **Derek Lund** – *The Community Center*

- a. Facility Info: a lot of updates in the pool area, energy efficient. They are working on fixing the front steps to prevent ice buildup that has happened in the past. The Training Membership package launched a little more than a year ago which is a step above normal membership. The Cross-Edge Program is going well and is looking at expanding with new equipment. Community Center "Visits" was the highest it has ever been in 2017. Memberships seem to be up a little but college demographic seems to be down. They do not feel like the Crossfit Gym or Strive 605 has hurt their memberships any. Strive 605 has been a helper and would like to partner with them in the future.

f) **SFC John Anderson** – *211th Engineering Co.*

- a. The training event in September went well. Fort Hood is on the schedule for a 3-week ADT. It will be a 75-million-dollar training event. June of 2020, they are going to California for NTC. They made an appearance in the Trojan Days parade. There was some land donated to the VFW. Trying to raise money for a veterans park. It is the land across the street from Lewis and Montgomery's. They will need to raise around \$1 million to get the park started.

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

a) **BoD Article** – Derek Dudley **Deadline:** November 16, 2018 **Publication Date:** December 14, 2018

9. Next Chamber Board of Directors Meeting: November 15, 2018

10. Adjournment: 9:00 AM

Adam Shaw motioned to adjourn the meeting and Sharon Patch seconded. **Motion carried.**