



St. Francis Area Chamber of Commerce

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**Regular St. Francis Area Chamber of Commerce Board of Directors Meeting
Wednesday, March 17, 2010 Meeting Minutes**

Members present: Lynn Moe, Janice Audette, David Johnson, Elaine Mustari, Don Hiller, Bob King, Kerby Scherer, and Brian Opp
Members absent: Stephanie Wallin
Others present: Dick Donovan, Alicia Loehlein

1. Call to Order

1. The regular monthly meeting of the St. Francis Area Chamber of Commerce was called to order by President David Johnson at 11:05 a.m., March 17, at the St. Francis Community Center.

2. Previous Month's Minutes

1. February meeting minutes were approved.

3. Reports

1. Treasurer's Report by Kerby Scherer.
 - a. Account balances: operating account balance of \$2,524.46, and money market of \$23,626.94.
 - b. As of March 16, 22 members from last year have not yet renewed dues. Alicia sent a reminder email. Kerby will send another invoice.
2. Web site, eNews reports
 - a. Since last meeting, the web site has been averaging nearly around 400 unique visitors, 22,000 hits.
 - b. The eNews averages 85 subscribers, 45 opens and 10 clicks.
 - c. Numbers are steady from last month.
 - d. Alicia will list the actual discounts in the member discount program in the eNews.

4. Old Business

1. Expo Update
 - a. Janice and Kerby reported on the expo which has 32 booths paid for so far, in addition to free booths and tables. These numbers are down, but many sign up at the last minute.
 - b. Yard signs are being distributed along with flyers. The committee is making phone calls as well to potential exhibitors.
 - c. The high school is also hosting a track meet that day, which will hopefully attract more people to the expo, especially to the food vendors.
2. Community Sign
 - a. David addressed the city council and they are in favor of an electronic community billboard near Community Park.
 - b. The city verbally committed to help with the cost, which will be around \$30,000.
 - c. The city will handle the permits, with the project taking shape over the summer.
 - d. The sign committee will be meeting with potential sign vendors.
 - e. Don said the Lions would be willing to help out with the cost.

5. New Business

1. Networking Events
 - a. An event planned for March 16 with a lawyer to talk about entrepreneurship fell through.
 - b. Other ideas include health insurance, a forum with area politicians and a new member showcase.
 - c. Something will be set up for May, after the expo.

2. City Council update
 - a. At the city council meeting David attended, he learned the city may begin charging businesses for annual fire inspections.
 - b. A suggestion was made that a board member should be attending city council and or planning and zoning meetings. City Council meetings are webcast by high school students.
3. Membership drive letter
 - a. Stephanie and David have been working on a letter to send to area businesses that are not Chamber members in an effort to get them to join.
4. Medallion Hunt for 2011
 - a. David would like to have a city-wide medallion hunt in the winter or fall. Clues would be at city hall and prizes would be collected for the winner. Some of our members will be contacted about creating the actual medallion.
5. Commercial Property Taxes
 - a. David would like any interested businesses to share tax data and try to ban together to get property taxes lowered as it is not prohibitive to bring in and retain businesses in the area.
 - b. Bob also mentioned that he has talked with people who find city hall and post office hours irritating. City Hall is closed Fridays and holidays and the post office is closed at noon.

6. Other

1. Don gave an update on upcoming Lions events: an Easter egg hunt and bed race at Pioneer Days.
2. We received a thank you from the high school for sponsoring the scholarships. Awards night is May 26 if anyone would like to help present the scholarships.
3. Village Bank Golfing for Groceries is May 25. The Chamber will again sponsor a hole and set up a table.
4. New Chamber member Dick Donovan was on hand to learn more about the Chamber. He introduced himself and his business, WMD Wellness Center, located in the former Village Bank building at County Road 9 and 22.

The regular monthly meeting was adjourned at approximately 12:10 p.m.

Recorded by Alicia Loehlein, Service Representative