



St. Francis Area Chamber of Commerce

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Regular St. Francis Area Chamber of Commerce Board of Directors Meeting Wednesday, April 21, 2010 Meeting Minutes

Members present: Janice Audette, Bob King, David Johnson, Lynn Moe, Stephanie Wallin, Kerby Scherer, and Don Hiller
Members absent: Elaine Mustari Brian Opp
Others present: Connie Tillman, Barb Held, Kim Swenson, 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 11:06 a.m., April 21, at the St. Francis Community Center.

2. Previous Month's Minutes

1. March meeting minutes were approved.

3. Reports

1. Treasurer's Report by Kerby Scherer.
 - a. Account balances: operating account balance of \$3,923.58, and money market of \$28,640.60. Kerby is close to having a full year in his accounting software which will make budgeting and analyzing numbers easier.
 - b. As of April 21, nine members from last year have not yet renewed dues. Six new members joined from the expo.
2. Web site, eNews reports
 - a. Since last meeting, the web site has been averaging nearly 650 unique visitors, 29,000 hits. These numbers are up significantly due to the expo.
 - b. The eNews averages 93 subscribers, 41 opens and 12 clicks.
 - c. There were 22 online expo registrations and payments. A few people had trouble, but for the most part it seemed to run smoothly.
3. Expo Recap
 - a. There were about 80 booths/tables at the expo making for a profit of approximately \$4,000 for the Chamber.
 - b. Feedback was positive. There was a steady flow of visitors all day.
 - c. Connie would like to see more Chamber members and food vendors participating.
 - d. A wrap-up meeting will be held April 29 for committee members and anyone else interested in providing feedback and ideas.

4. Old Business

1. Community Sign
 - a. David is working with the city, which has agreed to cover the rest of the cost for a color, electronic message board, after the Chamber has used up its funds.
 - b. Quotes are still being collected. They range from \$30,000 to \$45,000.
 - c. The city will own the sign and property. It will be used for information and events.
 - d. July is the tentative date for installation along Highway 47 in the Community Park area.

5. New Business

1. Fire Department
 - a. Kim Swenson, fire inspector for the city, was on hand to explain the new business information forms that will be mailed to St. Francis businesses.

- b. The purpose of the form is to have businesses explain any hazards that might be in their business and provide contact information.
- c. There are no fines or fees if the form is not filled out, but it helps contribute to the safety of firefighters.
2. Membership drive letter
 - a. Stephanie and Alicia finalized a letter to prospective Chamber members and it was mailed out mid-April.
3. Networking Events
 - a. The last few networking event ideas have fallen through.
 - b. One idea is to ride the Northstar train to a Twins game. Alicia will look into prices.
 - c. Barb Held will see if the city attorney would be interested in speaking.

6. Other

1. A donation request to the St. Francis Ambassadors was approved for \$500.
2. Kerby has paid the liability insurance so that is good through February 2011.
3. Lynn wanted to promote a fashion show and luncheon sponsored by CWRE May 13.

The regular monthly meeting was adjourned at approximately 12:25 p.m.

Recorded by Alicia Loehlein, Service Representative