

Excelsior – Lake Minnetonka Chamber of Commerce

Executive Board Meeting – 1st Tuesday of every month, 10 – 11 AM

- 1) Call to order/attendance - Damberg
 - Damberg
 - Schwartz
 - Wang
 - Babcock
- 2) Approval of agenda, April 2, 2014
- 3) Approval of minutes from March 4, 2014
- 4) Financial report – Joe
- 5) President’s report – Bill
- 6) Director’s Report
 - Person of the Year - Chad
 - Luck o’ the Lake – Chad
 - League of Women Voter’s Event Co-sponsorship – see attached
 - Summer Intern Program – see attached
 - Capture Video format – see attached
- 7) Membership Director’s Report
- 8) Other
- 9) Adjourn

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Minutes from March 4, 2014 Executive Board Meeting – submitted by Laura Hotvet

- 1) Call to order/attendance - Damberg
 - Damberg
 - Schwartz
 - Wang
 - Babcock
- 2) Approval of agenda, March 4, 2014
- 3) Approval of minutes from February 4, 2014
- 4) Financial report – Joe
 - Membership dues – need to split up as a board and go after payables
 - Opening a checking account at Beacon, moving some financials to Beacon
- 5) President's report – Bill
 - BIB - \$1200 net proceeds to Chamber
 - We can form a more strategic relationship with surrounding cities
- 6) Director's Report
 - YP Group – attending April 18 board meeting to present concept
 - Scenic BiWay Concept Discussion
 - Benjamin Moore Our Town Program – Excelsior Paint and Design – can support, but not use financial resources
 - Person of the Year
 - Luck o' the Lake
 - Art on the Lake
- 7) Membership Director's Report
 - New members increasing
 - Visiting old members/asking why you didn't rejoin
 - Ambassador Club – site visits to 3+ businesses
 - Booster Club – getting the info out
- 8) Other
 - Laura and Dave Lawrence had a meeting with the City to discuss partnering with the cost
- 9) Adjourn

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[League of Women Voters Event]

COMMUNITY DESIGN FOR HIKING, BIKING, GATHERING

Join the conversation with leaders in our area
exploring opportunities to design healthy, livable communities.

Tuesday, April 22

7:00-8:30 pm

Southshore Community Center

5735 Country Club Road

Shorewood, MN

Panel of Presenters

§ Three Rivers Park District: John Gunyou, Commissioner and Board Chair

Hennepin County Active Living: Nadine Chalmers and Laura Fredrick Wang*

City of Shorewood: Scott Zerby, Mayor

City of Excelsior: Mark Gaylord, Mayor

Topics

§ Update on local projects related sidewalks, trails or connections.

o Three Rivers LRT bridge over Co Rd. 19

o Sidewalk improvements in the City of Shorewood

o Excelsior's double roundabout and potential Commons improvements.

§ Learn about Hennepin pedestrian/bike plans, Active Living and Complete Streets

§ Explore how individuals, city, county & state work together

§ And much more

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[Intern Program]

Job Description that was distributed to students

Timeframe

Summer Term (May – August) annually, we will work with school schedule as necessary, 30 – 40 hours per week.

General information

The Excelsior-Lake Minnetonka Chamber of Commerce is offering Events Management students at Iowa State University two different opportunities to gain excellent experience in event planning. These positions require a commitment for two consecutive summers. There will be two students selected as Junior level event planners, and two students selected as Senior level event planners for summer 2014, and those Junior event planners would be required to return for summer 2015 for a Senior event planner position. Students will either receive academic credit or a monthly stipend for their work experience.

Minor intern opportunities are also available during spring term (January – May) or fall term (August – December).

The Excelsior – Lake Minnetonka Chamber serves the South Lake Minnetonka communities of Deephaven, Excelsior, Greenwood, Shorewood, and Tonka Bay. Membership is open to all businesses, organizations and community members in the Lake Minnetonka Area.

MISSION STATEMENT

The Excelsior-Lake Minnetonka Chamber of Commerce is the leading representative of the business community, actively promoting a prosperous business climate, thereby creating a positive environment for the entire South Lake Minnetonka community.

Primary Objectives

2 Junior interns (Freshmen/Sophomores) and 2 Senior interns (Juniors/Seniors) will work with the Chamber office staff, event committees and volunteers to:

- develop and implement marketing and communications plans for special events;
- develop, plan and implement programs, projects and events that support Chamber members and our surrounding communities, including:
 - Excelsior Art on the Lake
 - Lake Minnetonka 4th of July
 - Excelsior Crazy Days
 - Excelsior Apple Day
 - Other events as they develop;
- assist the Membership Director in the planning and implementation of member events, ambassador visits, and booster club meetings;

Current Update from the Chamber

- 1) The advisor for the Hospitality management program suggest that we offer some type of payment – stipend, bonus at the end, something that will encourage students to return year after year;
- 2) Finance – If needed, I will take money out of each event the students are assigned to, to give them a financial reward of some kind – I think it should be between \$500 – \$750
- 3) Interviews – phone interviews are scheduled for week of April 7 – I will find out what the financial expectation is, if any!

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[Capture Video]

From Laura:

I wanted to catch you before we get involved in a lot on email banter on this subject.

In my opinion, the goal of this 2 minute video for our Home page is to provide anyone interested in the area a 30,000 foot view - we need to remain global in our perspective and provide people with a wide scope of what we have to offer.

*If we start to pinpoint certain areas - dining, shopping, services, salons, spas, arts, etc. in **all** of our Chamber jurisdictions (Shorewood, Tonka Bay, Greenwood, Deephaven and Excelsior), we'll get bogged down - agreed, we need to become more focused as time goes on! perhaps we will have videos for our different pages as we move through this process - which will definitely provide the opportunity to dive deeper into the different areas. This is scheduled to be a 2 minute video, and hopefully all of our board will be represented in some way - which means you can talk about why you chose to live, work and play here!*

From Jake:

The video itself will be about two minutes long...research is showing videos over 2.5 minutes don't get as many viewers because people are "too busy" to watch website videos longer than that. There are three main areas we will focus on for the video:

- **Live**
 - Variety of housing, great schools, geography, great houses on and off the lake (Aaron, Bill, Jamie?)
- **Work**
 - Growing business community, lots of opportunities (Michael, Tom, Chad, Myra?)
- **Play**
 - Parks, recreation, trails, eating, boating, etc. (Beth, Angie, Bill, Joe?)

I don't need to interview everyone, but I'd like to get a couple people for each theme. I would like to interview board members at their business during the week of April 21. As the weather gets nicer, I will be able to shoot more of the "stuff" that makes our area so great. Most people will only be on-camera for about five seconds, the rest of the interview will be covered with shots of whatever you are talking about...housing, restaurants, etc...

My goal is to complete this video by the middle of June so we can have it in place on the Chamber website prior to the 4th of July, when many people visit the site.

I'd love to group the interviews together as much as possible. I've included a link below to a form. Please fill this out with your availability and I will work with you individually to schedule a specific time early next week.

Please reply by Friday and contact me if you have any questions!

<http://doodle.com/difr6uwkm5x3ddk2>

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