

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting - February 19, 2013

1. Call to order – Betty Sorensen
2. Attendance – Myra Wang
 - o Babcock
 - o Caron
 - o Cushing
 - o Damberg
 - o Kiefer
 - o Lauer
 - o Maloney
 - o Schwartz
 - o Sluis
 - o Sorensen
 - o Thompson
 - o Zerby
3. Approval of Feb 19 Agenda
4. Approval of Jan. 15 Regular board meeting minutes
5. Approval of Feb. 5 Executive board meeting minutes
6. Consent Agenda - Items reviewed and recommended for approval by the Executive Board
 - a. None tonight
7. Approve the budget, with breakdown of individual event budgets - vote needed - Joe Schwartz presents
8. Approve the calendar - vote needed - Laura Hotvet
9. Approve the slate - vote needed – Betty Sorensen
10. 4th of July Musical Entertainment – need firm direction and decision from board – Betty Sorensen
11. Identify Chamber committees and chairs for each – Betty Sorensen
 - a. Luck o’ the Lake 5K
 - b. Person of the Year
 - c. Art on the Lake
 - d. 4th of July
 - e. Apple of the Lake 5K, Apple Day, Street Dance and Beer Garden
 - f. Marketing/Promotions
 - g. Membership
 - h. EDRC
 - i. Streetscape and Beautification
 - j. Other?
12. Formal adoption of bylaws – Betty Sorensen
13. Establish Goals and Objectives – 2013 – Betty Sorensen
14. Logo direction – Laura Hotvet
15. Approval needed for allocation of fundraising efforts towards a fireworks fund in the name of Jim Olds - Scott Zerby presents – Betty Sorensen
16. Executive Director Report – Laura Hotvet
 - a. Office space
 - b. Copier lease
 - c. Membership
 - d. Event update
17. Adjourn

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Excelsior-Lake Minnetonka Chamber of Commerce
January 15, 2013 Board Meeting Minutes

Location: The Commons

Attendees: Chad Babcock, Betty Sorensen, Aaron Thompson, Myra Wang, Joe Schwartz, Jennifer Caron, Bill Damberg, Laura Hotvet, Cynthia Cushing, Michael Sluis

1. Meeting called to order at 5:43pm
2. Today's agenda approved. Bill moved approval and Joe second motion
3. 12/18/2012 board meeting minutes approved. Joe motioned approval and Mike second motion.
4. **Consent Agenda**
 - a. Laura attending Chamber council MCCE conference 2.5 days long starting 1/30/13
 - b. Growers from Farmers market requesting QR code and mobile site, in process of developing.
 - c. Renewal of insurance policy for director and board officers needed. Laura will check to see if rates change since board number changed.
 - d. Laura requesting to get Adobe XI for apps, website (making it more interactive) cost is \$300 for software. She is in trial period, will expire in approx. 90 days
5. **Special report:** Rick Carter with Birdhouse Inn
Would like to start an event Excelsior Bay/Big Island ski race. Was asking for feedback of trying to make it work this year vs. next year, asking for possible chamber participation and at what level. General consensus of board was that it was a great idea, focus more on next year but do a small trial run this year to work out kinks.
6. **Financial report:** Joe Schwartz
 - a. Callie Olson is working as main help with accounting. Certified and is from Excelsior community
 - b. According to balance sheet \$33,608 is where we are at as of January 15, 2013.
 - c. Joe went through basic report. It is available through Google Drive and can be accessed by board members. Please give Joe google mail address so he can send you information.
 - d. Bill moved to approve financial report, Myra second motion.
7. **New Members:**
 - a. membership is growing quickly. See agenda for newest members.
 - b. Koko fit club inquired about possible ribbon cutting ceremony. Board discussed and thought it would be beneficial to start doing that for all new businesses that join chamber.
 - c. Aaron suggested on tracking how new members heard about chamber so we know what has been working.
 - d. Chad suggested offering free lunch for first time visitors and offer a 1-2 minute time to introduce business.
8. **Executive Committee:** Betty and Chad
 - a. Merger update. Documents have been signed waiting on Attorney general early March foreseen date of completion.
 - b. 2013 calendar in packet see attached
 - c. Discussion regarding starting of times for board meetings occurred. 530 vs. 600pm. Table decision for later discussion

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- d. Executive Board member description: see page 12 of attachment. Cynthia made a point that we need to figure out who will be serving 1 vs 2 yrs on board so we can keep staggered. If board members have a preference of time frame please email Laura.

9. Executive Director's Report

- a. Event Updates
 - i. Art on the Lake, Mtka center for arts fully sponsoring and staffing kids tent, bike valet (Calhoun cycle) interested in providing service to limit parking issues.
 - ii. Laura emphasized importance of each board member being a participant of committees or programs. Jen emphasized that we also need to encourage more members to help with committees and programs as well so the same people aren't doing all the work
 - iii. 4th of July- meeting with potential sponsors, firecracker run major discussion. Lynn Johnson wondering if chamber wants to take over for possible fee or find another way to sponsor race ie lifetime? Board members seemed to agree that it is a vital part of July 4th celebration and we should be main organizer. Laura will ask Johnson what fee may be to take over race and go from there.
 - iv. Excelsior's farmer's market- invited food trucks this year
 - v. GNO- Lifetime started an all women's race called Esprit de She, would like to have this occur in conjunction with GNO. Tabled for more discussion
- b. Apple Day- really need direction in this. Asking for any feedback board can provide. Bill and Aaron will meet with Laura to start ball rolling.
- c. Pedi cabs possibly for events, need to meet with council to see if this is possible.
- d. Party of the Year changed. 2 separate events this year. Person of the year event on a possible Friday at The Commons for apps and cocktails. Fundraiser would be St. Patrick's fun 5K run. Working with chip who did mtka turkey trot. Have fun swag for participants. Possible green beer at brewery and irish breakfast at Jake's?
- e. Possible moving of chamber office to The Commons. Rent would go from \$1100 to approx \$500. Tabled for more discussion.

10. Meeting adjourned @8:08 pm. Mike motioned to adjourn, Cynthia second motion.

Meeting Minutes respectfully submitted by:

Myra Wang, secretary of Excelsior-Lake Mtka Chamber of Commerce

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2013 Chamber Calendar

Events:

- *Jake O'Connor's Luck o' the Lake 5K Fun Run: Sat, March 16*
- *Person of the Year – A Chamber Celebration of Community: Friday, April 19*
- *Art on the Lake – June 8 - 9*
- *Lake Minnetonka 4th of July – Thursday, July 4*
- *Apple of the Lake 5K Fun Run, Apple Day and Street Dance – Saturday, Sept. 7*

Program Committees:

- *Streetscape and Beautification*
- *EDRC – Girls' Night Out, Crazy Days*
- *Membership*
- *Marketing and Promotion*

Member Gatherings- Third Thursdays every month:

- Thursday, January 19, 11:30 – 1 PM –lunch at Biella
- Thursday, Feb 21, 12 – 1 PM - Member lunch at Jake O'Connor's – Speaker - Michael Sigel
- Thursday, March 21, 12 – 1 PM – Member lunch at Lago Tacos – Speaker – Bob Williams
- Friday, April 19, 6 – 9 PM – Person of the Year – Chamber Celebration of Community
- Thursday, May 16, 12 – 1 PM – Member lunch at the Farmers' Market – speaker MHS students
- Thursday, June 20, 12 – 1 PM – Member lunch at TBD - Speaker
- Thursday, July 18, 12 – 1 PM – Member lunch at TBD
- Thursday, August 15, 12 – 1 PM – Member lunch at TBD
- Thursday, Sept 19, 12 – 1 PM – State of the Cities Lunch at Bayview Event Center
- Thursday, Oct. 17, Happy Hour Cruise?
- Thursday, Nov. 21, 12 – 1 PM – Chamber Annual Meeting at Birdhouse?
- Thursday, Dec. 19 – Holiday Happy Hour

Chamber Board Meetings – Third Tuesdays every month at the Commons:

- | | |
|------------|-----------|
| • Feb 19 | • Aug 20 |
| • Mar 19 | • Sept 17 |
| • April 16 | • Oct 15 |
| • May 21 | • Nov 19 |
| • June 18 | • Dec 17 |
| • July 16 | |

Executive Board Meetings – First Tuesday Every Month: 10 – 11AM

- | | | |
|-----------|----------|---------|
| • Mar 5 | • July 2 | • Nov 5 |
| • April 2 | • Aug 6 | • Dec 3 |
| • May 7 | • Sept 3 | |
| • June 4 | • Oct 1 | |

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Approval of the 2013 Slate for the post-merger Board of Directors:

Quorum is a majority, board shall be composed of between 9 and no more than 15

Betty Sorensen – Co-President

Bill Damberg – President-Elect

Myra Wang - Secretary

Jennifer Caron – Director

Tom Lauer - Director

Cynthia Cushing - Director

Beth Maloney - Director

Chad Babcock – Co-President

Jamie Kiefer – Past President

Joe Schwartz - Treasurer

Aaron Thompson - Director

Michael Sluis - Director

Scott Zerby - Director

2013 Initial Retail Committee:

Betty Sorensen

Bill Damberg

Myra Wang

Jennifer Caron

Tom Lauer

Cynthia Cushing

2013 Executive Committee:

President(s)

Past President

President-Elect

Secretary

Treasurer

Executive Director

(President serves as the head of the Executive Committee)

Committees – The President(s) shall appoint standing committees and chairs as required by the By-Laws and such ad hoc committees and chairs as are deemed necessary to carry out the business of the Corporation. Committees listed below:

- Jake O'Connor's Luck o' the Lake 5K Fun Run: Sat, March 16
- Person of the Year – A Chamber Celebration of Community: Friday, April 19
- Art on the Lake – June 8 - 9
- Lake Minnetonka 4th of July – Thursday, July 4
- Apple of the Lake 5K Fun Run, Apple Day and Street Dance – Saturday, Sept. 7
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- Membership
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Copier Sub-Lease

We currently have the contract 500-0290767-000 under South lake Excelsior Chamber of Commerce, signed by Linda Murrell.

I was informed that you want to transfer the lease to Joe Schwartz, / Treasurer.

This would be an assumption process.

We will need several items of information so we can send out the assumption paperwork.

- 1.Name of assuming business
- 2.Federal tax ID of assuming business.
- 3.Phone #
4. Fax #
- 5.Email address (need phone, fax and email of contact that will receive the assumption paperwork.)
6. Reason for the assumption.