

Chamber Board Meeting Agenda

Tuesday, January 15, 2013

Maloney__
Babcock__
Sorensen__
Schwartz__
Damberg__
Kiefer__
Thompson__

Present :
Zerby__
Sluis__
Wang__
Caron__
Cushing__
Lauer__

- 1) Call to order, secretary marks attendance
- 2) Review and approve agenda, 1/15/13
- 3) Review and approve minutes, 12/18/12
- 4) Consent agenda
 - a) Laura will attend the MCCE Conference, free of charge – see attached
 - b) Excelsior Farmer’s Market is purchasing a mobile app per request of vendors – see attached
 - c) Approve expense of policy renewal for Directors and Officers Insurance through the MN Chamber - \$625, see attached
- 5) Financial report: Joe Schwartz
 - a) December, 2012
 - b) Year-to-date, Comparison
 - c) Other?
- 6) New member report: Laura
 - a) Koko Fit Club – ribbon cutting?
 - b) Birdhouse Inn
 - c) Garden Catering – Giada Nucera
 - d) WSB Engineering
 - e) Waddell and Reed – Rebecca Hopf
 - f) North American Pond Hockey
- 7) Executive Committee: Chad Babcock/Betty Sorensen
 - a) Merger Update
 - b) 2013 Calendar – see attached
 - c) Executive Board Member job description – see attached
- 8) Executive Director’s Report
 - a) Event updates
 - i) Art on the lake – permits, Mtka Center for the Arts, bike valet (Calhoun cycle), recycling
 - ii) 4th of July – meeting with potential sponsors, Lifetime, recycling
 - iii) Excelsior farmer’s market – food trucks, recycling
 - iv) GNO – Esprit de She (lifetime)
 - v) Winter events – rink at commons, sweetheart tree, arctic fever, pond hockey, nordic ski
 - b) New members - packets
 - c) Logo update
 - d) Website – need direction/thoughts – see attached
 - e) Pedi cabs – Feb 4 council meeting, advertisements
 - f) Apple Day – need direction on this
 - g) MHS partnership - Vantage
 - h) EDBG – EDRC report

- i) Office space consideration
 - j) Printer update
 - k) Party of the Year – share committee report
 - l) 2013 Chamber Executive Board guidelines – see attached
- 9) Adjourn

Next meeting: Tuesday, Feb 19 – 5:30 – 7:30 PM

12/18/12 Minutes for Approval

South Lake-Excelsior Chamber of Commerce
soon to be
 Excelsior-Lake Minnetonka Chamber of Commerce

12-18-2012 Board Meeting Notes

Location: Chamber office

Attendees: Laura Hotvet, Jamie Kiefer, Chad Babcock, Aaron Thompson, Judy Elling, Michael Sluis, Joe Schwartz

1. Meeting called to order 5:35pm
2. Today's Agenda approved.
3. 11/13/12 Minutes approved.
4. Consent Agenda
5. Financial report
 - a. Move to Quickbooks Online completed.
 - b. Dues coming in. Autopay is not setup. **Still need to do at least quarterly.**
 - c. P&L and B/S supplied. Approval tabled until Jan when YE results are in.
 - d. 2013 budget - **Joe Scott and Laura to assemble and propose Chamber budget and layer in EDBG later**
 - e. Copier on lease till 2016 @ \$100+/month (Yikes!) - **Aaron to talk with Laura and vendor regarding possible transfer.**
6. Executive Committee Update - Jamie
 - a. Jamie shared Merger documents. Motion made by Chad, seconded by Joe. The board voted unanimously to approve the merger plan. Next step is to give members opportunity to review documents (12-19-2012 5pm at Jake O'Connors as previously announced to membership by Laura)
 - b. 2013 Calendar shared.
 - i. Agreed to modify 1/19 member meeting to lunch only (Lago Tacos will not yet be open, so **Laura to contact Biella**).
 - ii. Agreed to have only lunches for member meetings, and to mix up the venues throughout the year.
 - c. Jamie read note from Linda expressing appreciation.
 - d. Conflict of Interest policy - all members present signed. **Remaining members to be hounded by Laura as needed.**
 - e. New membership application reviewed - **agreed to streamline so that only the necessary portion of the application is returned** (not the whole document).
7. Executive Director's Report
 - a. Social media - Laura shared metrics indicating increased Facebook activity and surpassing 100 likes. Judy suggested the use of hootsuite (feeds both fb and twitter, put google analytics # in). All members (and especially the board) are encouraged to be active on the Chamber Facebook page.
 - b. Office update - several items are now surplus - agreed that Laura should put on Craigslist anything of value, **dispose of the rest at her discretion.**

- c. Domain names – agreed to keep event domains but redirect to main site (e.g. we retain www.excelsiorartonthelake.com, but redirect it to www.excelsior-lakeminnetonkachamber.com/artonthelake)
 - d. Audits – went great – got money back from insurance audit
 - e. Events
 - i. EPM wants more social media. **Laura ask Jennifer about using the Commons.**
 - ii. AOL – Laura has multiple good efforts underway
 - iii. 4th – Air show wants to expand. Meet with lucas oil.
 - iv. Apple Day(s) – to be addressed in Jan
 - v. POY committee mtg early Jan **(Laura pull in Tommy, Gary and Kellie)**
 - vi. Laura had a great idea to bring Twin Town petty cab to town on Thurs/Fri/Sat in summer. Laura working it.
 - f. Member Drive – defer to January. Laura working concepts for incentivizing referrals (discounts discouraged but maybe some other carrot).
 - g. Marketing campaign – Laura workings a great concept “Making History, Again”. To continue working this, and develop logo by crowd.
 - h. Rotary – Laura proposed to join morning Rotary. Approved.
 - i. Program: holidays (tabled)
 - j. Bookkeeping – agreed to utilize Cal Olsen on 1099 basis at \$25/hr
8. Old Business –
- a. Hotel – City Council meeting attendees provided update. Chamber to update “statement”. **Joe and Michael to collaborate.**
9. New Business
- a. Pond Hockey – agreed that chamber would promote the event and that “sponsorship” and associated recognition for the chamber could be in lieu of the event paying chamber membership dues. **Jamie to pursue.**
10. Member reports – none
11. Adjourned at 7:45pm

Respectfully Submitted,
Joe Schwartz

2013 MCCE Annual Meeting

**Best Western Premier Nicollet Inn
14201 Nicollet Avenue
Burnsville**

Wednesday, January 30 – Friday, February 1, 2013

WORKING AGENDA

Wednesday, January 30

- 9:00 a.m. Grow Minnesota! Meeting
- 11:00 a.m. Registration Opens
- 11:30 a.m. MCCE Board of Directors Meeting
- Noon Lunch
- 1:00 p.m. **Welcome**
Bill Corby, president, Burnsville Chamber of Commerce
- Ruthe Batulis, president, Dakota County Regional Chamber of Commerce
2013 Chair, Minnesota Chamber of Commerce Executives*
- 1:30 p.m. **Introduction to Burnsville, South Metro**
- 2:30 p.m. **How can American business provide the leadership we so desperately need?**
Tom Donohue will discuss the Chamber's 2013 agenda to grow the economy, reform the government, and expand opportunities for American businesses, workers, and families.
Tom Donohue, president and CEO, U.S. Chamber of Commerce
- 3:15 p.m. **2013 Minnesota business agenda: The issues and the role of local chambers**
With 65 new legislators and a single majority in the House, Senate and Governor's office, the grassroots outreach of local chambers and their members will be more important than ever. Hear firsthand the critical priorities of the business community, including what legislators will be essential to our success. You'll also have the opportunity to hear from, and meet, the Minnesota Chamber's policy team.
- Overview and Introductions: David Olson, president
- Issue Panel:
Laura Bordelon, senior vice president, advocacy, moderator
Ben Gerber, manager, energy and labor policy
Kate Johansen, manager, health and transportation policy

Beth Kadoun, director of fiscal policy
Tony Kwilas, director of environmental policy
Amy Walstien, director of education and workforce development policy

4:30 p.m. Adjourn
6:00 Reception, dinner and entertainment

Thursday, January 31

7:30 a.m. Breakfast Buffett

8:30 a.m. **When the Boomer bubble bursts**
This country is experiencing the largest shift in human capital we've ever seen. The oldest of the Baby Boomers have begun to pass, the youngest have started to retire and they're ALL being replaced by Generation X. The problem we face is that 47 million Gen X'ers can't possibly replace 87 million Baby Boomers fast enough to keep things going the way they have been. The old saying needs to be updated: "If you keep doing what you've BEEN doing, you're going to begin getting less and less in return." This session will focus on the demographics of Gen X, Gen Y and maybe even Gen Z...the Digital Natives...and what the shift from Boomer to Millennials really means to those of us in the Chamber profession.
Jay Handler, co-founder, Membership 180

10:00 a.m. Break

10:30 a.m. **60 Ideas in 60 Minutes**
Always a great interactive session, Jay Handler will lead us through a high energy session to generate new ideas from current success stories. In addition, he will share best practices from organizations across the country.
Jay Handler, co-founder, Membership 180

11:45 a.m. **Annual Meeting Luncheon/24 Hours of Membership Begins!**

1:00 p.m. **Membership Track:**
Sessions facilitated by Jay Handler, co-founder, Membership 180

Recruit, Engage, Retain: Pick One!

In this session, we discuss the "Triple Bottom Line" of every Chamber's Membership department and I challenge the attendees to decide which of the three is most important. From there, we delve deeper into Member Engagement and what role it plays in recruiting more members AND making sure they stick around!

2:30 p.m. Break

3:00 p.m.

Creating Brand Apostles

Chambers are NOTORIOUSLY bad at tooting their own horns or telling their stories. Most of the time, communications come from only one source: directly from the Chamber staff. In this session, I teach attendees how to create what I call Brand Apostles...people who will help spread your message and tell others about the great work you do for no other reason than an affinity for your organization. We'll talk about the traditional Ambassador programs and ways we can add a new Social Media component to that existing structure. We'll touch on the psychology of these "Brand Apostles" and what we can do to get them working for us. Attendees will leave with several solid tips that will get them thinking about communications (and therefore recruiting, engagement and retention) in a whole new light.

4:30 p.m.

Adjourn

Member Advocacy and Assistance Track:

1:00 p.m.

Certificate of Origin

2:00 p.m.

Starting a government affairs program (continues after break)

3:30 p.m.

New ideas in Networking

Effective Operations Track:

1:00 p.m.

ChamberMaster Users Session

2:00 p.m.

Budgeting and Financial Management (continues after break)

3:30 p.m.

Is the committee process still effective?

4:30 p.m.

Adjourn

6:00 p.m.

Reception, dinner and entertainment

Friday, February 1

7:30 a.m.

Breakfast Buffett

8:30 a.m.

The Future of Membership Investment Models
Membership investments based on employee counts, bank deposits, or hotel rooms are being transformed in to value-based membership investment decisions. While some chambers are creating a tiered dues, or bundle up approach to membership, there may be even more innovative plans on the horizon. DowellStute has conducted research across the country on the future of member investments in organizations like chambers of commerce.

Larry Dowell, president, DowellStute

- 9:15 a.m. The Willmar Experience
One of the first chambers to transition to a tiered dues approach, Ken Warner, will share the how he started down this journey in the first place. Ken will share how the concept of membership changes in the process of developing a new membership culture.
Ken Warner, president, Willmar Lakes Area Chamber of Commerce
- 10:00 a.m. Social Media is a Powerful Retention Tool
William Wells
- 11:00 a.m. Conference Wrap Up
- 11:30 a.m. Adjourn

**INVOICE****DIRECTORS AND OFFICERS POLICY**

TO: South Lake-Excelsior Chamber of Commerce	DATE: January 7, 2013 COVERAGE PERIOD: January 1, 2013– December 31, 2013 PAYABLE UPON RECEIPT
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DIRECTORS & OFFICERS – ANNUAL INSTALLMENT	AMOUNT
Base Premium	\$625
Make check payable to: Minnesota Chamber Business Services, Inc.	AMOUNT DUE \$625

Mail To: Minnesota Chamber Business Services, Inc.
400 Robert Street North
Suite 1500
St. Paul, MN 55101

Contact Mary Bethke at 651-292-4672 with questions.

7B

Excelsior – Lake Minnetonka Chamber of Commerce 2013 Calendar of Events and Programs

Events:

- Saturday, March 2, 2013 - Party of the Year?
- Saturday, June 8 and Sunday, June 9, 2013 - Art on the Lake
- Thursday, July 4, 2013 - Lake Minnetonka 4th of July Celebration
- Saturday, September 7, 2013 - Apple Day?

Programs:

- Holidays in Excelsior – committee in place
- Streetscape and Beautification – same committee?

Member Gatherings

- Thursday, January 17, 11:30 – 1 PM – Member lunch at Biella, Chad and Betty to speak
- Thursday, Feb 14, 7:30 – 9 AM - Member lunch, location TBD, Speaker – **Speaker (marketing/promotions for small businesses?)**
- Thursday, March 14, 7:30 -9 AM – Member lunch at Jake O’Connors - **Speaker (sustainability?)**
- Thursday, April 18, 11:30 – 1 PM - Member lunch at TBD – **Speaker MHS Vantage Students and Advisor**
- Thursday, May 16 – Happy Hour cruise?
- Thursday, June 13, 11:30 – 1 PM – Member lunch at TBD – **Speaker (organizational behavior?)**
- Thursday, July 18, 11:30 – 1 PM – Member lunch at TBD
- Thursday, August 15, 11:30 – 1 PM – Member lunch at TBD
- Thursday, Sept 19, 11:30 – 1 PM – Member lunch at TBD - **Speaker**
- Thursday, Oct. 10, Happy Hour Cruise?
- Thursday, Nov. 14, 11:30 – 1 PM – Member lunch at TBD
- Thursday, Dec. 19 – Holiday Happy Hour

Executive Board Meetings (Tuesdays), 5:30 – 7:30

- Jan 15 – Commons in Excelsior
- Feb 19
- March 19
- April 16
- May 21
- June 18
- July 16
- Aug 20
- Sept 17
- Oct 15
- Nov 19
- Dec 17

Committee Opportunities (we need at least 1 board member per committee)

- Party of the Year - March 2, 2013
- Art on the Lake - June 8 - 9, 2013
- Lake Mtkka 4th of July Celebration
- Apple Day - Fall, 2013
- Membership Committee - help our membership grow
- Holiday decor - ongoing program
- Streetscape and beautification - ongoing program
- Downtown Retail Committee – ongoing
- New committee offering – marketing and promotions

South Lake-Excelsior Chamber Board of Directors Expectations -draft

Board term is two years. Directors may serve three consecutive terms. Terms begin in January, end in December. Members vote for the board directors; the slate is put together by the Board. A member must be in good standing to be considered.

Board of Directors Meetings:

Attend no less than 9 of the 12 regularly scheduled monthly board meetings. (On occasion, an emergency session might be called or scheduling conflicts might require an additional meeting. These, however, are rare.) Currently held the second Tuesday evening of the month as a dinner meeting. Meetings will be two hours in length. Executive Committee will meet monthly for one hour.

When unable to attend a regularly scheduled board meeting, it is expected that the director will alert either the board president or the executive director.

Be on time for Board meetings and stay through adjournment.

Be prepared by having read/reviewed agenda/minutes/other reports and be prepared to fulfill your assignments, if any.

Chamber Events

Monthly Lunches/Meetings: attend no less than 6 of the 12 regularly scheduled monthly meetings. * Business & travel conflicts are legitimate reasons for absence. Generally held the third Thursday of the month.

Special events: as the "special events" typically are a dual function of promoting the South Lake Minnetonka "region" and meeting the financial goals of the operations budget, it is most important for all board members to participate in either the management or execution of these events. These events include:

Party of the Year: an evening celebration of community heroes and business superstars. Scheduled in 2008 for Friday, Feb. 29th at BayView Event Center, 6:30-11 p.m. Elements include the BEACH Awards, Silent and/or Live Auction, Community Outreach (invitations), entertainment.

Art on the Lake: a 2-day arts festival that attracts both artists and audience from throughout the Midwest. Average daily attendance is 6,000 (no official count has been taken). Beginning in 2008, the Chamber will be the engine driving this event. Will require considerable time and management input from Board. First or second weekend of June.

Lake Minnetonka 4th of July Celebration: a 1-day (all day) celebration held at Excelsior Commons for the entire Lake Minnetonka community. Historically, it carries significant weight in that the event has been held in this community since the late 1800's. The Chamber has total management control, works closely with the five cities, requires significant financial resources (generated in multiple ways) and relies on a posse of volunteers. Always held on the actual holiday: July 4th.

Apple Days: one of the traditions of this town and a favorite of the local residents. Heralds back to harvest festivals of past; celebrates the local apple orchard history. Attracts crafters/antiquers/collectors. Historically managed by the Leipolds. Going forward, it will require gentle guidance and management to achieve an upgrade in image and appeal to younger families. More of a community tradition than a fund-raiser.

Christmas Town Open House: a tradition that blends Christmas events with winter's debut. Chamber seeks sponsors for lighting of downtown trees as well as for the Chamber-sponsored "pageant." Not an event designed for profitability. Needs new energy...and needs to "go greener" into the future.

Membership Drive: this is the most important task of the board beyond organizational management. The Membership Drive and renewal of dues comprises 50% of the chamber's annual operating budget. Directors should set goals as a group to grow the organization on a yearly basis.



Adding Value to the High School Experience with a Focus on Professional Studies through Corporate Partnerships.

The Program

The Vantage program is a profession-based immersion program that provides courses that meet the needs of our students while also providing a collaborative relationship that brings value to our business partners. For students, Vantage courses seek to develop the knowledge,



skills and attitudes that will enable them to thrive within a chosen professional field and to differentiate themselves in a challenging and

competitive business environment. For our business partners, we commit to delivering project based services which have a material and positive impact upon their enterprises and allow them to support and nurture the development of



young professionals in a cost effective and beneficial manner.

Business Partners

What is a Business Partner?

- Any company or organization that provides mentors, business partner-directed projects, guest instructors, curriculum development, office location and/or is an investor to the program.

Partner Roles:

- **Mentor:** A trusted and experienced advisor who has a direct interest in the development and education of a younger or less experienced individual interested in a similar field.
- **Business Partner-Directed Project:** An authentic business issue/challenge that Vantage students examine and help provide solutions for.
- **Guest Instructor:** A

The Course

Students who take the "Business in a Global Economy" course will earn credit in:



- AP Microeconomics
- AP Macroeconomics
- IB Business & Management SL
- Business Communications

Delivering "The Experience"

In this year-long course, students spend half of their school day in a corporate environment. During this time, students will learn through:

- Case Studies
- Business Plan Development
- Guest Instruction
- Corporate Environment Immersion
- Business Partner-Directed Projects

Students are expected to meet the standards for professional conduct while on location and benefit from the interaction with employees that support the partnership.

BUSINESS PARTNER-DIRECTED PROJECTS CAPABILITIES & EXAMPLES

Student Capabilities:

- Marketing Planning
- Price Strategy
Development
- Market Research
- Brand Development
- Event Planning &
Management
- Social Media Strategy
Development
- Advertising Strategy
Development
- Product Selling & Donation
Solicitation

Specific Business Partner-Directed Projects:

- 1) Freedom Bank, Overland Park, KS
 - Goal: To develop debit cards for teenagers with school logos on them.
 - Students planned and created debit card design, marketed and sold cards to area high schools and ran training sessions for teens about how to use debit cards responsibly.
- 2) Air & Waste Management, Overland Park, KS
 - Goal: To increase membership in the association.
 - Students created Facebook and Twitter accounts and posted weekly for the company (articles and announcements) given to them by company contact; they also increased the number of social media followers, connections, and likes.
 - Expanded to include a 5K run and T-shirt contest, marketed and organized by students.