

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – May 21, 2013

1. Call to order – Chad Babcock
2. Attendance – Myra Wang
 - o Babcock
 - o Caron
 - o Damberg
 - o Kiefer
 - o Lauer
 - o Maloney
 - o Schwartz
 - o Sluis
 - o Sorensen
 - o Thompson
 - o Wang
 - o Zerby
3. Approval of May 21 Agenda
4. Approval of April 16 Regular board meeting minutes – see attached
5. Approval of May 7 Executive board meeting minutes – see attached
6. Consent Agenda - Items reviewed and recommended for approval by the Executive Board
 - a. Approval of Cynthia Cushing’s resignation
 - b. Approval of hiring an intern focused on chamber marketing and event marketing
7. Financial Report – Joe Schwartz
 - a. Budget to date
8. Event reports
 - a. Farmers’ Market – Laura Hotvet
 - i. Introduce Autumn Kaye – Our Farmers’ Market intern
 - b. GNO – Tom Lauer
 - c. Art on the Lake – Laura Hotvet
 - d. 4th of July – Laura Hotvet
 - e. Apple Day – Bill Damberg
9. Program reports
 - a. Marketing/Promotions – Betty Sorensen
 - i. Front door graphics – see attached
 - ii. Website – status
 - iii. Marketing campaign ideas?
 - b. Streetscape/Beautification –
 - c. EDRC – Betty Sorensen
10. Executive Director Report – Laura Hotvet
 - a. Membership direction
 - b. Board membership direction
 - c. Window clings here – what else do we want?
 - d. Volunteer staffing update
 - e. Vantage program - MHS
11. Old Business
 - a. Sub Lease status – Joe Schwartz
 - b. Office space renovation update – Betty Sorensen
 - c. Update on STEELE Fitness race – Tom Lauer
12. New Business
 - a. Notes from Chamber Retreat – see attached, direction?
 - b. Invoice from Nick Ruehl – no charge, but what to do for him?
13. Adjourn

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Excelsior-Lake Minnetonka

Chamber of Commerce Monthly Board meeting minutes- April 16, 2013

1. Call to order: 6:04pm by Betty Sorensen
2. Attendance – Damberg, Kiefer, Lauer, Maloney, Schwartz, Sluis, Sorensen, Thompson, Wang, Zerby, and Hotvet
3. Approval of April 16th Agenda. Zerby motioned. Joe second
4. Approval of March 19th regular board meeting minutes Damberg motions. Scott seconds.
5. Approval of April 2 Executive board meeting minutes – Scott motions. Jamie seconds.
6. Consent Agenda.
 - a. Approval of rental budget for POY party in amount of \$903.36 Scott motions. Jamie seconds
7. Financial Report. Joe Schwartz. Cali will have more steady hours. P & C not quite accurate because Cali is in process of catching up. Postpone financial report until retreat. Jamie motions. Tom seconds. GNO does not have financials ready yet. Taxes are due May 15th.
8. Website update: Laura
 - a. Lorinda came and showed pages to marketing committee. Should have things start by beginning of May. Susan Austin will take high res pictures for site.
9. Event reports.
 - a. POY
 - b. AOTL revamping good buzz, food tent more upscale, less artists. Decided to charge Biella vendor fee instead of figuring out percent of sales like last year.
 - c. 4th of July. Beth went to safety meeting, pilot was there show is longer, 20-25 min. Run is directed by Steele all revenue comes back to chamber.
 - d. Apple Day- goal is to capitalize better vendors increase apple items, apple dance, music, apple day run.
 - e. Farmer's Market- May 16th official first day. 40 vendors, food trucks, still 2-6 but may still open till 7 if customers are still arriving. Budding farmers new kids program avail.
10. Program reports
 - a. EDRC- talked about how to make group more cohesive through transition. Offer business cards, put bios up feature business on website, be more transparent, board members make effort to go around to businesses on casual basis so people can get to know them.
 - b. GNO- still figuring it out. Encouraged to get budget, agenda, minutes, plan. Jamie moves to give \$2600 budget to GNO. Beth seconds.
 - c. Table Marketing.
11. Executive Director Report – Laura Hotvet
 - a. Retreat agenda. Facilitator? Mark Olson? 12-5 at Birdhouse
 - b. Debbie Hart Scholarship separate account. Myra will talk with Terry about his thoughts.
 - c. Basement clean up April 20th
 - d. Office set up
 - e. Member lunch calendar update:
 - i. May location? Speaker MHS Vantage Group- Biella
 - ii. June- Steele fitness

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- iii. July- Mount Calvary
 - iv. August location?
 - v. September meeting? Fall Cruise?
 - vi. October – Bayview
 - vii. November - ? location?
 - viii. December- ? location? Holiday party?
- 12. Old business
 - 13. New business
 - 14. Adjourned 8:21pm Joe motions. Aaron seconds.

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Excelsior-Lake Minnetonka Chamber of Commerce
Executive Board meeting minutes
May 7, 2013

1. Call to order 10:05am
2. Attendance: Laura, Betty, Chad, Joe, Bill, Jamie, Myra
3. Approval of Agenda. Joe motions. Chad seconds
4. Financial report: \$5000 behind on membership. LOTL helped keep us above water. POY party not figured in.
 - a. Person of the Year guess estimate is \$3500 net profit.
 - b. AOTL budget significantly lower to change of format
5. Don Stoltz would like to rent space. Discussed repercussions. Have Stoltz clarify intentions and bring to board.
6. Laura asked Nick Ruehl to put a mock invoice together for us to see regarding retreat. The actual cost of retreat would have been equivalent to \$2100. All donated by Nick. Board thinking of something we can do to say thanks to Nick.
7. Marketing intern - possibility- Bill and Laura interviewing Taylor for possible position. Executive board approves Laura and Bill the flexibility to hire intern. Jamie motions. Chad seconds.
8. Meeting adjourned: 11:25am

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April 29, 2013 Board Retreat Notes:

Key Questions:

1. Who Buys and Why?
2. Why should you join CC?
3. Why are we here?
4. Why is Excelsior cool?
5. Why are you a board member?

Why are you a board member?

-“Because Bill asked me...true but I guess there is more. I tell my kids they must be good stewards of the gifts they were given; if you have unused talents and skills you are not living up to your abilities. There are things I am good at that I can offer the board.”

-“I enjoy working with the business community in helping to shape and create a vibrant, successful downtown and bring the message of how cool this town is to the greater metro.”

-“It makes me feel like I am part of something bigger. Like to see other businesses succeed. Want our area to succeed so we can show off “how great” it is.”

-Protect a way of life. Preserve “Main Street USA”. Get people to vote with their wallets.

-I feel an obligation to contribute to the community – Residential and Business. I enjoy collaboration with leaders.

-Because I believe in the community of Excelsior. Because I want the rest of the world to see Excelsior’s greatness.

-I grew up in a small town and love the sense of community Excelsior provides. It’s just like home and I’m here to support it for family and future generations.

-I love this city/community and I want to continue seeing it thrive. Concerns and excitement about the merging of DBG and Chamber.

-To emphasize the creative. To enhance the uniqueness of the town. To continue to build on the commercial successes – it’s already vibrant how do we build on that? To draw new businesses/create ideas for new business.

-Because I love this community and I want to ensure that good/fun things happen here so others can enjoy it too. I love being a part of things and like to contribute & give back to a place I live & work in.

-I love Excelsior and what it stand for. I love the community and want to help it flourish.

-To feel connected to my community & that I have the opportunity to make a difference in it.

-To give back and stay connected to the community I love. Know what happens behind the scenes.

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Why should you join CC?

- It is a great way to stay informed about local community events. Unlimited amounts of networking possibilities through member meetings, events. To enjoy the opportunity to be with “like minded” people. It’s what you do to belong to a community that shares your ideas and passion.
- A business should be part of the Chamber to be part of something bigger. So they can collaborate with other businesses & community members to promote the area & their business.
- To connect with other business leaders to share experiences and observations. To give back in a broader way to the community.
- The Chamber is a way to get your business out there. People will be more likely to refer to your business if they personally know you. It’s a great community to be part of, great way to be informed.
- It is good for business (traffic, events). Community of the catalyst of business success. C of C is how to plug in.
- A healthy community supports a healthy business community & vice versa. It all comes back around.
- Join forces to become larger in a community of peers. Give back through involvement in events and networking.
- Because you want to feel like I do about the community we work (and live) in.
- Because as a whole we are stronger than working as individual business owners. Like BNI...Pay \$365/yr. gives gain. Myra says: “If you’re not at the table, you ate on the menu!”
- To stay informed and be proactive in mktg efforts and ensure successful events.
- Because collectively we can have a stronger greater means of bringing the attributes of Excelsior forward. You get what you give.
- To meet community leaders. To give back to the community you live and work in. To be a face behind the marketing you promote to the community.
- Because the Chamber will do the work that an individual business cannot – events, marketing, streetscape, welcome center.

Why Chamber exists?

- To band together our local business to collectively support each other and promote our area. To broaden our reach and spread our message.
- Because people/business want to feel like they are part of something bigger. To promote business.
- As a vehicle to focus (and coalesce) the collective goals of the area’s business community for the benefit of the entire community.
- To be a larger, bigger, stronger voice, a collective voice for the business community. To promote, market, and communicate the Excelsior identity. To tell the story in a way that connects people to the business.
- It exists to create a place where people want to live, work, play, eat, shop and do. We do this by creating fun events to show people what a great place this is and market our community so people want to return.
- People like us believe(d) in this area and developed a group to support this belief. Without that leadership growth would be limited.
- To connect the commerce of the area to the community and visa-versa and promote the quality of life in the area.
- We are in a better position to articulate “why”. $1+1=3$ (Collectively, and in an organized way, we can do more than members can on their own).
- 1. Support for operators of local businesses 2. Promote Events 3. Inertia – Self Perpetuation
- Bring business to the community and community to business. Support Structure.
- To promote the area community members and business to the outlying region. To protect the history....and to enhance it.

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-It is crucial to have a cohesive proactive “force” where any business person can go & stay informed and involved.

-To collectively work together to bring Excelsior & the surrounding communities forward economically & otherwise (Community).

Why is Excelsior Cool?

-Brewery-hangout-different

-Ownership of town – doing what people like/how people like

-Keep raising bar (recycle history)

-Returning Generations/Pride

-Support “local” a trend

-Support “Mainstreet USA” a trend

Future Ideas for the Chamber:

Staggered Terms

Reporting to Board (Frequency and Formal)

Chair and Member Selection

Volunteers (Attitudes, Availability, Perceptions, Scouts, Recognition)

Communications

Us and Them

4th of July Race

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Business (Bar Set High. Start with Core. It is now!)

1. Staff Mobility
2. Technology (How marketing gets done) (Mobile Chamber website)
3. Value of donation not so for “big box” (no \$ for joining) (for some regional global co.)
4. Consumers are mobile, educated, have high expectations of 1. Quality 2. Service
5. Some business’ hobbies
6. Customer at similar level to owner
7. Not all companies value charity work

Membership:

- Less Time Available
- Selling Points
- Great Networking
- Like Minded Business Peers

Why would businesses not join Chamber?

- Pulled in multiple directions
- Owner/Operators too Busy
- Less local (ex. Wells Fargo)
- Finances tight

Chamber Finances:

- Tighter budgets
- Event Driven Income vs. Dues
- Additional Income from Sponsorships

The Impact of Technology:

- Easier to access members (Community)
- Internet Shopping
- Technology is “Up and Coming”

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Chamber Volunteers:

- New Members (Volunteer Question?)
- Short Shifts
- Volunteer Calendar (Chamber Employees & Members) (Perks, Recognition)
- Board Volunteers: Owners/Operators

Competition:

- BNI
- Lions, Rotary, Kiwanis
- More exposure to other areas=more competition
- Why would businesses go to competitors? (Time and/or Cost)

Changes to Make:

- Leverage our events to members in a way to get involved through sponsorship/marketing efforts
- Make sure finances are transparent/available to membership
- Opportunities to learn/enhance board experience
- Chamber needs to stay on top of technologies
- Merger of EDBG
- Define “The Way”
- Create a Chamber elevator speech

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Ruehl + Associates, llc
Advisor to High Performing Companies

Invoice 5/3/2013

Date of Services: April, 2013 Invoice Number: 13-045
Federal ID #: 20-3406981

Client: Ms. Laura Hotvet, Executive Director
Excelsior-Lake Minnetonka Chamber of Commerce
37 Water Street
Excelsior, MN 55331

Project: Facilitation of Board Planning Retreat

Time Record

Wk of:	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Tot
4/1								0.00
4/8								0.00
4/15								0.00
4/22		NC	1.50	1.50	2.50		3.50	9.00
4/29	7.00							7.00

Total Billable Hours 16.00

Hourly Rate (Corporate) \$ 175

Cost of Services **\$2,800.00**

Hourly Rate (Non-Profit - 75% of Corp.) \$ 131

Cost of Services **\$2,100.00**

Reimbursable Expenses

Expense	Qty.	Rate	Amt.	Comments
	0	\$0.00	\$0.00	
	0	\$0.00	\$0.00	

Total Reimbursable Expenses **\$0.00**

Total Current Invoice **\$2,100.00**

Note: When approached by Bill Damberg to facilitate the planning session, I offered perform services for this work at no cost to the Chamber of Commerce, as I wished to support and encourage the bold steps taken by the DTBG and the CC. Congratulations on a great beginning of a new era in Excelsior.

Should you desire additional assistance moving forward, my services would be charged at the Non Profit rate.

Total Due: **\$0.00**

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