

# Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting –April 21, 2015

1. 6 PM -- Call to order – Joe Schwartz
2. Attendance–Myra Wang
  - Bean
  - Damberg
  - Ezell
  - Lauer
  - Maloney
  - Schwartz
  - Sluis
  - Stangler
  - Thompson
  - Wang
  - Wolfson
3. Approval of April 21 agenda
4. Approval of March 10 board meeting minutes – see attached
5. Introduction of Student Director, Tanner Podzimek
6. Staff & Officer Reports
  - a. President – Schwartz
  - b. Financial – Sluis
  - c. Membership – Betty
    - Membership update
    - Dues structure
    - Categories on the website
    - Ambassador club update
  - d. Executive Director – Laura
    - Map request from the City
    - Intern update
    - Personal Security Seminar with SLMPD
    - Work session (2) idea with Dave Baer - Marketing
    - Coffee and computers
    - Commons Concessions update
7. Committee Reports & Updates
  - a. EDRC update & follow up actions by anyone present at the 3/3 mtg
  - b. Nominating recommendations (was tabled last mtg) -- Wolfson
8. Events & Programs
  - a. EFM set up needs – Laura
    - BOD volunteers needed – sign up pass around
  - b. POY report – Laura
    - numbers
  - c. Art on the Lake – Bill Wolfson
    - Possible signage project with the boy scouts
  - d. 4<sup>th</sup> of July
    - Update on sponsors
    - Update on airshow
    - Postcard mailing
    - Event update
9. Other Old Business – report on actions from the retreat
  - Michael (with Aaron and Betty)
  - Laura (with Joe, Angie and Bill D)
  - Betty (with Nate, Beth, Myra and Joe)
  - Gary (with Betty, Michael and Laura)
  - Tom (with Bill W and Gary)
10. New Business
11. Adjourn

## Upcoming 2015 BOD meetings (5:30 dinner, 6:00 meeting begins):

- May 19
- June 16
- July 14
- August 18
- Sept 15

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- Oct 20
- Nov 17
- Dec 15

## Upcoming 2015 Monthly Member Meetings

- May 21 – Breakfast at Cast & Cru
- Jun 18 – Lunch at Bayview
- Jul 16 – Lunch at Bayview
- Aug 20 – Breakfast at Masonic Lodge
- Sept 17 – Boat Cruise Paradise Charters
- Oct 15 – State of the Cities --- Southshore
- Nov 19 – Chamber Annual Meeting
- December 17 – Chamber Holiday Soiree

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ELMCC Board Meeting Minutes  
March 10, 2015

1. Call to order: 6:03pm by Joe Schwartz
  2. Attendance: Sluis, Maloney, Wolfson, Ezell, Damberg, Schwartz, Hotvet, Bean, Stangler, Wang.
  3. Approval of March 10 agenda. Damberg motions. Wolfson seconds.
- \*\* Wells Fargo, Mark Grap pushed up on agenda. Shared several projects that are in the works.
- Best deserving mom during fishing opener
  - Possible special project to bring in more people during Holidays
  - Follow up on Focus group project.
4. Approval of Feb 17<sup>th</sup>, board minutes. Bean motions. Stangler seconds.
  5. Staff and officer reports.
    - a. President report. Joe shared that parking meetings have occurred, talked about meters situation.
    - b. Financial. Sluis presented.
      - i. Luck o the lake bringing in more revenue than previous years. 880 runners to date which is almost doubled than they had at this time last year. Goal is to net in the mid \$30,000 this year. Expecting \$3000 back from Event Brite due to the fact that we are a nonprofit and are not being charged correct amt.
      - ii. Beacon Bank amount still waiting on ACH transactions to occur. Will be higher than current balance.
      - iii. We are owed \$1400 from gov't due to overpayment on unemployment expenses.
      - iv. Credit card continues to be very minimal in balance.
    - c. Membership. Overall continues to grow. 19 new members have joined. Attachment was distributed. Sluis suggests to consistently send out electronic invoice reminders.
    - d. Director report. Hotvet.
      - i. Needs direction regarding whether we continue trade with Lake mtka mag. Board agreed that this is a beneficial relationship so we will continue trade.
  6. Committee reports and Updates.
    - b. Nominating recommendations. Tabled
  7. Events and Programs.
    - a. EFM. Work session occurred. Market mix is looking positive. Continued contact of future vendors in the works. Early April, vendors will be more concrete.
    - b. Luck o the lake. Everything is going smoothly. Looking like a great year for us!
    - c. Art on the Lake. In the works. Could really use an individual that is willing to take the reigns for a consistent 3 years. Encouraged to think of possible individuals who would thrive in this position.
    - d. A group of many individuals are going to several surrounding cities to present power point regarding needs and asking for overall support.
  8. Other Old business. Report on actions from the retreat.
  9. New Business. Laura Hotvet
    1. Person of the Year. On it's way. Joey Nova's donating food. Wine Republic donating Wine, Excelsior Brewery donating beer, Maynards donating photobooth, Kowalski's donating dessert.

4/16/2015

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2. Applied for Recycling grant with an unpaid intern. Chamber was granted a \$17,000 grant. Will be replacing concrete trash cans with updated recycling receptacles.

3. 3 members being interviewed by Jake Sturgis video that will be on front page of website. Bill Wolfson, Patty with Wine Republic, and Cathy Krueger with Hazellewood. Looking for two more individuals.

4. Discussed possible event in fall.

5. A monthly social media meeting will begin in April. Henning of 2 Smart Women company is willing to trade membership for monthly meetings to touch upon social media. 1<sup>st</sup> Thursday of the month.

6. Nice Ride will be in front South Lake Cycle and will provide 5 orange bikes. Pedicabs are returning again this year.

10. Adjourn. Damberg motions. Sluis seconds. 7:15pm.