

# Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – August 18, 2015

1. 5 PM --- Call to order – Joe Schwartz
2. Attendance – Myra Wang
  - o Bean
  - o Damberg
  - o Ezell
  - o Lauer
  - o Maloney
  - o Schwartz
  - o Sluis
  - o Stangler
  - o Thompson
  - o Wang
  - o Wolfson
  - o Podzimek – student dir.
3. Approval of August 18, 2015 Agenda
4. Approval of July 16, Regular board meeting minutes – see attached
5. Marketing presentation (5PM) – Andria Nicholson from IHeart
6. Staff & Officer Reports
  - a. President – Schwartz
    - Schedule a work session to discuss overall mission/events/purpose
  - b. Financial – Sluis
  - c. Membership – Betty
  - d. Director – Laura
  - e. Student Director, Tanner Podzimek
7. Presentation from working marketing committee re: Holiday Proposal – Ashley Berset
8. Committee Reports & Updates
  - Parking – news from the work session - Joe
9. Events & Programs
  - a. EFM mid-season meeting – Joe
  - b. GNO – discussion - Laura
  - c. Crazy Days - Laura
  - d. Apple Day – Betty
  - e. New event concept - Laura
10. New Business
  - Bylaws updates recommendations – Tom Lauer
11. Adjourn

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

- Sept 15
- Oct 20
- Nov 17
- Dec 15

## **Upcoming 2015 Monthly Member Meetings**

- Aug 20 – Breakfast at Cast & Cru
- Sept 17 – Boat Cruise Paradise Charters
- Oct 15 – State of the Cities --- Southshore
- Nov 19 – Chamber Annual Meeting
- December 17 – Chamber Holiday Soiree

# Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – August 18, 2015

ELMCC Monthly Board Meeting

Tuesday, July 21, 2015

1. Call to order – Joe Schwartz. 5:15pm
2. Attendance. Myra Wang. Present. Bean, Sluis, Thompson, Maloney, Lauer, Wolfson, Schwartz, Stangler, Wang, Hotvet, Sorensen, interns.
5. Looking forward to doing it next year. Under budget. 392 participated. \$7500 profit Good turnout. Thinking of doing an off season crawl. Will be doing a happy hour offered for everyone. Looking at other events to do including volunteering and mentoring. Handouts were given.
6. Basics of forming a 501c3 Legacy Foundation. Chris Tietz, Baird. Donor advise funds. Less expensive versus a 501c3 (\$4500). It is a separate entity with a board and by laws. Having a foundation would make donations easier for community members, tax wise. Chris will put together a proposal of a comparison between the two foundations.
3. Approval of July 16 agenda. Maloney motioned. Bean seconds
4. Approval of June 16 minutes. Sluis motioned. Bean seconds.
7. Staff and Officer Reports.
  - a. President. Joe will continue conversation after everything dies down. Tax returns are now being done by Caly. Financials were improved compared to last year. Regarding parking discussion Laura suggested to do an open house similar to City Hall's open house.
8. Debra Antone with GNO. Took over \$20,000 profit. Meals on Wheels is charity of the year. Committee is asking for \$2000 to donate to Meals on Wheels. Schwartz motions to allow GNO to donate \$2000 to Meals on Wheels. Wolfson seconds.
6. b. Financials. July 4<sup>th</sup> still being figured out. Art on the Lake. A little shy compared to last years due to offering a discount to vendors because of last year. Still above compared to last year.
- c. Membership. New members 41 to date. Renewal 148 businesses. \$10, 667 more than last year. Ambassador wants to Chamber Coffee Connection, once a month. Olives will be doing ribbon cutting tbd. Downtown retail committee. Please make sure you try to attend August mentioned.
- d. Director. Interns presenting Hootsuite to manage social media. Lori Henning will be doing a hootsuite presentation next Thursday at the Commons 8am.
10. Events and Programs.
  - a. EFM. Mid season meeting will be occurring.
  - b. GNO. Need to think of where to go next year. Need to give more framework. Need to have a detailed budget.
  - c. Marketing... n/a
  - d. Art on the lake. Madison did a survey from artists. Overall very positive.
  - e. Apple Day. Nothing new.
11. Other old business  
Sign up genius. Please sign up for council meetings.
12. New Business.
  - a. August 4<sup>th</sup> Night to Unite. 5- 7pm. In the Commons. They are looking for guest grillers.
  - b. EFD Bill for 4<sup>th</sup> of July. \$4000 was initially \$1700. Laura is going to meeting to talk to EFD.
  - c. August 17<sup>th</sup> Happy hour for Interns. 5pm at Maynards . August 18<sup>th</sup> next Board meeting. Next
13. Sluis motions Stangler seconds. 7:43pm