

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – December 17, 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 Thompson
 - o Wang
 - o Zerby
3. Approval of Dec. 17, 2013 Agenda
 4. Approval of Nov. 17 Regular board meeting minutes (board retreat) – see attached
 5. Approval of Dec 3 Executive board meeting minutes – see attached
 6. Consent Agenda - Items reviewed and recommended for approval by the Executive Board
 - a. Potluck Holiday party
 - b. Schedule of 2014 events – see attached
 7. President’s Report – Chad Babcock
 - a. GNO
 - b. 2013 recap
 - c. Other
 8. Financial Report – Joe Schwartz
 - a. 2014 Budget
 9. Marketing/Promo – Laura and Betty
 - a. E & M – Community Guide, Map and Online – see attached
 - b. Clear Channel
 - c. Explore MN
 - d. Governor’s Fishing Opener 2016
 10. Membership report – Betty
 - a. EDRC
 - b. Booster Club – need to define
 - c. Ambassador Club - update
 11. Executive Director Report – Laura Hotvet
 - a. Committees
 - b. Holiday schedule
 - c. MCCE conference
 - d. 2014 member meetings
 - e. Autumn
 12. Old Business
 13. New Business
 14. Adjourn

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Notes from Board Retreat – November 17, 2013

1. Community Development Chamber –
 - Gather information from Brokers and Landlords
 - Research Investment concept/coop – NEIC in NE Mpls
 - Add Checklist/welcome info from City to Chamber website

2. What will the Chamber do for you?
 - Support – community and collectivism
 - Welcome center
 - Information clearing house
 - Resource
 - Network – website, welcome Center, social media
 - Monthly Meetings
 - Events
 - Connection
 - EDRC
 - Collaborative
 - Promote – informs promotes, magnifies visibility
 - Inform
 - Weekly news
 - Facebook
 - Website
 - Community Development
 - Destination
 - Engage –
 - Committees
 - Events
 - Collaborate
 - Right thing to do

3. Financial Goals/Growth of membership
 - Reach outward to Navarre, Mound, Chanhassen
 - Business of the Month (5) host the lunches
 - Jake O'Connor's or Bayview (5) months of meetings
 - Quarterly – breakfast at Hazellewood
 - Text alert service

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Committee opportunities

- Nominating
- EDRC
- BBB
- Luck o' the Lake
- Person of the Year
- Art on the Lake
- Ambassadors
- Marketing/Promotions
- Crazy Days
- GNO
- 4th of July
- Seasonal Décor
- Apple Day
- Holidays
- Excelsior Farmers' Market

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Excelsior-Lake Minnetonka Chamber of Commerce

Executive Board Meeting Minutes

December 3, 2013. Welcome Center

- 1) Call to order 10:15 a.m. Babcock, Damberg Kiefer, Schwartz, Wang, Sorensen, Hotvet
- 2) Bill approves. Jamie seconds
- 3) Joe went through financials. \$53K in renewal dues in Nov. kept us afloat. Focus on paying off CC. A budget spreadsheet will be created for every event.
- 4) n/a
- 5) Director's report
 - a. Still campaigning for holiday lights... \$1600 shy to complete
 - b. Laura went through retreat report see attached
 - c. Update on events
 - i. Big Island and back – Feb. 8
 - ii. Luck o the lake – March 15
 - iii. Person of the Year – April 25
 - iv. BBB – May 3
 - v. Art on the Lake – June 14-15
 - vi. 4th of July –
 - vii. Crazy Days – July 17-19
 - viii. Apple Day- Sept 20
 - d. Holilday happy hour – potluck dec. 19th
- 6) Membership Director's Report – Betty handed out current renewed memberships. A little over \$16000 of renewed dues in as of 12/2/13.
- 7) n/a
- 8) n/
- 9) 11:05 adjourned Joe motions. Bill seconds

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December 2013

Dear Laura and Betty,

E&M is pleased to offer the following proposal for the Excelsior-Lake Minnetonka Chamber of Commerce (ELMC) Community Guide, Map, and Online Membership Directory & Buyer's Guide.

In Minnesota, E&M publishes for the – Winona Area Chamber of Commerce, Pine River Chamber of Commerce, Minnesota Rural Electric Association, Minnesota Rural Water Association, and Rochester Area Builders, Inc. E&M publishes for hundreds of associations across 47 states and won the National Home Builders Association's AEA Award for Best Communication Publication in 2012 for Print or Electronic, and swept the NAHB AEA awards in 2011 for Print, Electronic, and Event publications, as well as numerous awards for local magazines/newsletters.

Snapshot:

- Staff: 48 employees including 18 graphic artists, 3 web programmers, 3 journalists and 15 sales people.
- Clients: hundreds of associations across 47 states that range in membership size from 100 members – 10,000+ members.
- Largest publisher for Home Builder Associations in the Country including 88 of the top 100.
- Works with over 30 different types of not for profit Associations, including 7 National Associations.
- E&M also has an events company (E&M Management, LLC) that has put on hundreds of events including trade shows, home shows and parade of homes for not for profit associations.
- E&M has never lost a client to another National publishing group.

Specifications for the ELMC Community Guide Publication:

- 8.5" x 11"
- Cover and Body – 80# up to 48 pages (color)
- Saddle Stitched
- Up to 2,500 printed
- Bulk rate mailed to membership, remainder shipped to ELMC office.
- Link to online version provided to ELMC and hosted on E&M server

Specifications for the ELMC Map Publication:

- 24" x 36"
- 60# (color)
- Cartographically produced county map and cities inset map

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- Proofing and project management
- Fan or tri fold
- 2,500 printed
- Shipped to ELMC office.
- PDFs provided for online display on ELMC website

Specification for the Online Membership Directory & Buyer's Guide:

- Turnkey set up of Online Membership Directory & Buyer's Guide provided by E&M
- Advertising and listing sales provided
- Design and display of advertising
- Design and implementation of data structures for effective presentation of content
- Hosted on E&M server
- View example link below:

<http://abcempirestate.eandmonline.com/>

Non-Dues Revenue Proposal based upon advertising revenue:

- No cost or risk to ELMC
- 15% of advertising revenue over \$9,000 for Map Publication
- 15% of advertising revenue over \$9,000 for Community Guide
- 25% of advertising revenue over \$3,500 annually for Online Membership Directory & Buyer's Guide

Proposal for Community Guide, Map, and Online Membership Directory & Buyer's Guide includes:

- E&M professional sales staff sells the advertising for the publication.
- Layout, design and printing.
- All content material, except for ads, provided electronically by ELMC.
- Proofing of mock-up by E&M.
- Mock up to ELMC.
- Final proofing provided by ELMC. ELMC will be able to sign off on each page of publication before it goes to print.
- Printing.
- Mailing to list provided by ELMC and remainder shipped to ELMC office.

Publication Sales:

- E&M utilizes both on the ground face to face and soft sell phone sales during the sales cycle of your publication.

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Chamber Membership

- E&M will join the chamber based up on the number of employees working on your project.

E&M Team Assigned to ELMC Community Profile, Map and Online Buyer's Guide & Directory:

- Marc Lucia – Vice President/National Sales Manager (11 years of service – manages a team of 15 sales people)
- Krystie Dovenmuehler – Director of Publishing (6 years of service with 2,000+ publications produced – manages a team of 18 graphic artists)
- Carrie Bethel – Senior Graphic Artist/ Copy Editor (3 years of service with 250+ magazines published – manages a team of 3 journalists)
- E&M has a staff of 50 employees. All sales staff has a minimum of two years association sales experience and most have 5+ years of association sales experience.

References:

I am writing with a favorable response to E&M in regard to their work with the Pine River Chamber of Commerce in producing an area map for us. We have produced four of these maps over the past eight years and have found E&M very easy to work with and dedicated to getting

the job done in a timely manner. They have been very responsive to any inquiry we may have had and have worked well with the advertisers in getting a great looking ad placed on the map. We would highly recommend E&M to any group or organization who might be contemplating doing such a map project!

--John Wetrosky, Pine River Chamber of Commerce, (218) 587-4000

E&M has been a great asset to our Association. They publish our bi-annual magazine and membership directory by selling all of the ads and they handle the layout and design. Their sales and graphics teams are very easy to work with and they provide great service and support. I would highly recommend E&M to other associations!

--Shari Wormwood, Minnesota Rural Electric Association, (763) 424-7232

Traditional Print

A recent survey by AdAge to track new and traditional usage among American affluent – defined as those making at least \$100,000 in annual household income – revealed that the vast majority still consume content through traditional print. When asked how they read magazines 93% said they read hard-copy print versions.

About E&M:

E&M Consulting, Inc. (E&M) partners annually with hundreds of Associations in 47 states and 9,000+ advertising companies, creating 450+ printed and online publications nationwide. E&M has grown 30% annually for the past 14 years, and generated millions of non-dues revenue on a no cost, no risk basis. In addition to award-winning print and online publications, E&M excels in its

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partnerships with Associations on Home/Product/Trade Shows and Parade/Tour of Homes through its sister event company E&M Management, LLC.

Sincerely, Dan Schubert

E&M Consulting, Inc.

E&M References

John Wetrosky	Pine River Chamber of Commerce (MN)	218-587-4000
Alison Deelstra	Minnesota Rural Electric Association (MN)	763-424-1020
Dan Dressman	HBA of Greater Cincinnati (OH)	513-851-6300
Mike Hampson	Fox Valley AGC (IL)	630-443-0055
Kate Brunswick	AIA Ohio (OH)	614-221-0338
Bryce Johnson	HBA of Fargo-Moorhead (ND)	701-232-5846
Steve Lefebvre	ABC Empire State (NY)	315-463-7539
Tim Minton	HBA of Raleigh-Wake County (NC)	919 233-2033
David Peaden	HBA of West Florida (FL)	850-476-0318
Megan Parks	HBA of Winston-Salem (NC)	336-768-5942
Dave Nielsen	HBA of Metro Portland (OR)	503-684-1880
Marc Straub	North Central HBA (WA)	509-665-8195
Diane Swenson	Maryland National Capital BIA (MD)	301-445-5400
Lisa Pepitone	Greater Houston Builders Association (TX)	281-970-8970
Jim Pendergrass	North Carolina Plumbing & Mechanical (NC)	919-532-0522
Sue Shearin	Petroleum & Convenience Store Marketers (NC)	919-782-4411
Pam Krison	Capital Region Builders & Remodelers (NY)	518-690-0766
Vern Camp	Rural Water Association of Arizona (AZ)	480-982-0307
Pat O'Brien	AIA Connecticut (CT)	203-865-2195
Dean Gilland	National Automatic Merchandising (IL)	312-346-0370
Cathy Voyer	AGC of Vermont (VT)	802-223-2374
Jeff Henry	Placer County Contractors (CA)	916-771-7229
Peter Christie	Massachusetts Restaurant Association (MA)	508-303-9905
Debbie Schoonmaker	ABC Metro Washington (MD)	301-595-9711
Robert Boisselle	ABC Rhode Island Chapter (RI)	401-438-8446
Larry Johnson	Nebraska Trucking Association (NE)	402-476-8504
Jacque Thornton	Leading Age Georgia (GA)	404-872-9191
Mary Boardway	ABC Michigan (MI)	517-853-2545
Ken Riddle	Nevada Fire Chiefs Association (NV)	702-982-3433

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Dawn Fecteau Maine Home Care & Hospice Association (ME) 207-623-0345

Lindsay Green CAI Hawaii Chapter (HI) 808-488-1133

Jarrod Clabaugh Ohio Restaurant Association (OH) 614-442-3535

Paul Thompson Florida Home Builders Association (FL) 850-224-4316

Hundreds of Association references – just ask your fellow associations about E&M!