

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – February 17, 2015

1. 6 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
3. Approval of Feb 17, Agenda
4. Approval of Jan 20, Regular board meeting minutes – see attached
5. President report – Joe Schwartz
6. Financial Report – Mike Sluis
7. EDRC status update – Tom Lauer
8. Membership report – Betty
 - a. Online payment report
 - b. Membership update
9. Executive Director Report – Laura
 - a. #YoPros budget – see attached
 - b. EFM check in – updated vendor report
 - c. Follow up from last meeting Action Steps – see attached
 - d. MN Traveler – follow up thoughts
 - e. Ann McIntosh – Community Health Talk – see attached
 - f. Student Director discussion
 - g. Luck o’ the Lake projected budget – see attached
10. New Business
11. Adjourn

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

- March 17
- April 21
- May 19
- June 16
- July 14
- August 18
- September 15
- October 20
- November 17
- December 15

Upcoming 2015 Monthly Member Meetings

- February 19 – Breakfast at Hazellewood
- March 19 – Lunch at Jake O’Connor’s
- April 17 – Person of the Year
- May 21 – Breakfast at Hazellewood
- June 18 – Lunch at Bayview
- July 16 – Lunch at Bayview
- August 20 – Breakfast at Hazellewood
- September 17 – Boat Cruise on Paradise Charters
- October 15 – State of the Cities at Southshore Center
- November 19 – Chamber Annual Meeting
- December 17 – Chamber Holiday Soiree

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ELMCC Monthly board meeting
Tuesday January 20, 2015

1. 6pm Joe calls to order
2. Wang, Bean, Ezell, Maloney, Thompson, Schwartz, Sluis, Stangler, Wolfson, Sorensen, Hotvet, Lauer
5. McCally – Lee Entertainment presentation. Minnesota Traveler. Travel and tourism show. Fox Sports North. Will get a promotional video we can use. He shared a demo video. Can do either a full episode, or 1st, 2nd, or 3rd segment depending on what we feel is beneficial. Another option would be to combine with Wayzata. Handed out pricing list. Complete show (approx. 21 minutes long) \$19,500, 1st through 3rd 7,750 to 9,500. Featured destination segment is \$2500 (1 minute long) :30 commercial spot is \$500 that tv spot would be aired 12 times.
3. Move march BOD to March 10th. Thompson motions. Beans seconds.
4. Bean motions. Sluis seconds.
6. Focus on things that will enhance area and possibly let go of those that may not be beneficial. February 23rd 1-5pm BOD retreat. Joe really enjoys book that we will be discussing.
7. Before financial report Laura shared that there will be an added cost for emergency staffing instead of volunteering for all events. For farmer's market there will now be an \$80 per week inspecting fee. Think of ideas of how to push back. First 19 days, cash balance is \$5000 better than where we were last year. Wolfson motions approves Stangler seconds.
8. Thompson would like to table nominations for officers. Lauer suggested to have a treasurer elect. Wolfson and committee recommended a possible 2 year position instead of one. Committee will come back with complete recommendation for all positions.
9. Betty has found that many members have not viewed their electronic invoices. She will send paper ones to those who didn't view. New membership up 70%. Excitement is there. Will discuss payment and employees at retreat. Ribbon cutting Jan. 29th 1130 at Laketown Chocolates. Betty needs a computer of some sort to work on at office, presently using her own. Lauer moves to have an allowance of \$750 for Betty's computer. Thompson seconds.
10. Welcome Nate and Gary!!!
 - b. openings for events and programs. See attachment. Angie volunteered to be on committee. April 17th POY celebration at Pique Travel. Ambassador club will be the party planning committee.
 1. Art on the lake- committee generally formed. Thinking of scaling down to just artists, food, and take away the excess parts. Needs help in reaching out to possible artists and artist relationship. Bill offered to assist. Bill will reach out to Stephanie Weiss for help.
 2. 4th of July – Mike and Joe will assist in funding emergency help. Gary offered to help in festivities.
 3. Apple day – pretty much covered
 4. Race day covered.

Program roster

Excelsior Downtown Retail Committee – ongoing. Needs: chair, financial, marketing. Laura suggested to have Mark Grap to be the chair of committee. Need several BOD to be part of that committee. Barrie Siefert's name was suggested to be part of the committee. Tom and Betty

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will be on the committee as well.

EFM – Kowalski's will do weekly cooking events and incorporate local vendors as well. Need to find vendors. Laura will email out list for board to reach out to new vendors.

POY apps are out. Please nominate.

Welcome center meeting occurred. New group of volunteers have
New shop in town behind Victors is a running store owned by Derek Lindstrom. Will be sponsoring the finish line.

11. Angie suggested to have a work session in between monthly board meetings to help alleviate lengthy board meetings. Very informal, catch up, help focus and keep on track.

Tom drafted an email to Bob and Diane. Do we still want to send it. Tom will tweak a few words and Joe will set up a meeting and deliver the letter.

12. Angie motioned to adjourned and Lauer seconds. 8:44pm.

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Follow up from last meeting – action steps

1. Please send out the link to the Jake O'Connor's Luck o' the Lake registration to your contacts, your facebook, etc. deadline for early registration is Feb 27, here is the link - <http://www.eventbrite.com/e/2015-jake-oconnors-luck-o-the-lake-5k-fun-run-tickets-13883187989?aff=efbevent>
2. Retreat date - Monday, Feb 23, 1 - 5 PM at the Chamber - save the date - please read the book, The End of Membership as We Know It, by Sarah Sladek, prior to the retreat
3. Laketown Chocolates Ribbon Cutting - Jan 29, 11:30 - free samples!
4. Work Sessions added to calendar - look for google invites and suggested topics
5. The Minnesota Traveler - John McCally's presentation - what are some initial thoughts?
6. **Event/Program Board leads (THANK YOU!)**
 - Person of the Year Nominating Committee - **Angie Bean**
 - Person of the Year Event Team - **Ambassador Club** (I can meet with Betty and Gary and give info of what we've done in the past)
 - Art on the Lake - **Bill Wolfson** (next meeting 1/28 10 AM at the Chamber)
 - 4th of July, Funding - **Joe and Mike** (I will set a meeting)
 - Excelsior Downtown Retail Committee - **Tom Lauer, Betty Sorenesen, Mark Grap** (meet before Feb downtown meeting)
 - Excelsior Farmers' Market vendor research - **ALL OF US** (I will add the spreadsheet and application to google drive and assign people to vendors - just please update as you make calls and find out info)