

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – July 15, 2014

1. 6 PM - Call to order – Bill Damberg
2. Attendance – Myra Wang
 1. Babcock
 2. Bean
 3. Damberg
 4. Kiefer
 5. Lauer
 6. Maloney
 7. Schwartz
 8. Sluis
 9. Thompson
 10. Wang
 11. Wolfson
3. Approval of July 15, Agenda
4. Approval of June 17, Regular board meeting minutes – see attached
5. Approval of July 1, Executive board meeting minutes – see attached
6. Firecracker Report – Tim Litfin
7. Consent Agenda
 - a. Approval of POY policies and procedures moving forward – see attached
8. President report – Bill Damberg
9. Financial Report – Joe Schwartz
10. Membership report – Betty
 - a. Ambassador Club update
 - b. Membership update
 - c. July luncheon – featured businesses and speaker
11. Program/Event reports
 - a. 4th of July – Laura (handout)
12. New Business
13. Adjourn

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ELMCC Board meeting

1. Call to order 6:06pm
2. Attendance: Babcock, Damberg, Lauer, Maloney, Schwartz, Sluis, Thompson, Wang, Wolfson, Hotvet, Sorensen
3. Sluis approved lauer seconds.
4. Sluis approved Schwartz seconds.
5. Babcock approves Wang seconds.
6. None
7. Restated regarding paddleboard event.
 - a. Apple Day. Need a strong leader to head major events, consider paid positions. Bill would like to have us consider Betty to be paid position. Right now AOL paid Sue \$1000 for heading event.
 - b. Intro Sarah the intern, other intern is Anna, wasn't able to be here. Huge help from getgo and was a major asset during Art on the Lake.
8. \$30,000 ahead to date. Still need to be conservative to keep ahead. New member a big part to why we are ahead. Betty and Laura working extremely hard.
9. Renewing members 139. 32 new members in 2014. 8 new members in just this month.
 - a. Community guide is going to print.
10. AOL. Net profit was about \$35,000. Laura suggests to wave jury fee and automatically in the show. Suggested that we have at least 5 tools in our box or protocol to help in emergency situations. Like 2 board members, chairman, exec director, and if available a public official. Ultimately we concluded that we need to make a blanket statement to vendors and artists soon.
 - b. so far we have received \$37,000 hence far, no firecracker revenue yet. About 725 runners so far for firecracker. The race needs volunteers please contact Meghan.gess@minnetonka.k12.mn.us
 - c. Farmer's market - net income is \$4, 829.05
 - d. GNO - Net income \$7,641.78 no expenses reported from fashion show yet nor is the revenue from show as well.
11. Profit and loss for chamber – Net income \$71,380.81 Last year it was \$44,617.09.
 - a. intern payment. Laura asking to offer to split \$1500 between two interns with a discretionary bonus depending on events.
12. Tom drafted an email for artists/vendors regarding AOL. Board approved letter.
 - a. still need sponsors for hanging baskets.
 - b. press release about what chamber does that people may not know.
 - c. POY alone raised over \$2000 for fireworks.
13. Wolfson motioned to adjourn. Chad second motion 8:00pm.

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Executive Board Meeting Minutes
July 1, 2014

In attendance: Damberg, Schwartz, Babcock, Sorensen, Hotvet

1. Call to order at 9:51.
2. Approval of agenda for July 1, 2014. Joe motions. Bill seconds.
3. Approval of minutes from June 3, 2014: Correction to item #3. There was a quorum at that meeting. Babcock motions. Joe seconds.
4. Financial Report/Joe Schwartz:
 - * Recognize the month isn't 100% fully entered
 - * We appear to still be in better shape than this time last year
 - * AOL was a headache but our financials still were strong
 - * P&L strong
5. Discussion was had over what to do for food vendors of AOL. \$100 credit for 2014 food vendors for next year. Joe motions; Bill seconds.
6. Discussion regarding Apple Day. The sponsorship amount would be \$3500. Bill is going to the City Council meeting on July 21st to state the need to pay for just one permit for the entire event; not one for the race and one for the street event. No dollar share on drinks.
7. President's Report/Bill Damberg:
 - * Discussion regarding Apple Day. The sponsorship amount would be \$3500. Bill is going to the City Council meeting on July 21st to state the need to pay for just one permit for the entire event; not one for the race and one for the street event. No dollar share on drinks.
 - * Needs to be a meeting with city staff.
 - * Look at becoming a Visitor's and Promotion Bureau – a CVB. Need to do more marketing.
8. Director's Report/Laura Hotvet
 - * Approve new regulations of POY to refine how people are nominated; anonymous voting.
 - * 7/8 Work session agenda – met with Peggy Steffans re the agenda and the focus of the session. Look at all events/programs and analyze. Rent out events?
 - * Firecracker Race: 750 registered so far
 - * Governor's Fishing Opener: 3 people in attendance for feasibility group meeting; Angie making calls.
9. Membership Director's Report/Betty Sorensen
 - * continue to meet with many potential members
 - * community guide is in the mail to membership
 - * continuing to work on A/R

Motion to adjourn at 11:07. Joe seconds.

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GUIDELINES EXCELSIOR-LAKE MINNETONKA CHAMBER OF COMMERCE PERSON OF THE YEAR AWARD

The Excelsior-Lake Minnetonka Chamber of Commerce recognizes that its members continue to offer their time and effort, significant contributions and an overall level of support and enthusiasm to the community. The officers and members of the Chamber recognize the need to award those individuals that work hard to add value to the place where we love to live, work and play. The award will be made at The Person of the Year Celebration (presently held on the last Friday in April).

CRITERIA

- An outstanding individual(s) who has given of his/her time and expertise in making the Excelsior-Lake Minnetonka area a better community.
- Contributions and accomplishments considered include:
 - Volunteer activities
 - Participation and leadership in Chamber and community events and committees
 - Support and advocacy of our community by nominee's business and/or organization's promotion, sponsorship, and development activities
- Person of the Year must be a member of the Chamber or employed by a member of the Chamber
- Past honorees are not eligible for nomination. A list of past winners can be found on the ELMCC website ([hyperlink here](#)), or at the Chamber office.

COMMITTEE(S)

Selection Committee:

Composition – The POY Committee will be comprised of 5-7 members

- The ELMCC Executive Director (ex-officio/non-voting member)
- One member from the ELMCC Board of Directors. The ELMCC Board will select their representative by February 1.
- 3-5 Past "Person of the Year" Honorees. It is recommended that these positions be filled:
 - First, by the most recent honoree
 - Next, by asking past honorees in reverse chronological order until the committee positions are filled.

Event Committee:

The ELMCC Executive Director will oversee this committee. The Committee's charge is to plan and execute the Person of the Year Party.

NOMINATION PROCESS

Requests for nominees will begin on February 1, or the first business day thereafter, with notice for requests to be promoted to Chamber members and the greater community via email, ELMCC website, Facebook postings and local newspapers. The nomination form will be attached to communications (where appropriate) and available at the Chamber Welcome Center. The deadline for nominations will be the second Friday of March. Nomination forms must be received by the ELMCC Executive Director by the deadline, and will be accepted electronically or in writing.

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SELECTION PROCESS

As soon as possible after the nomination deadline, the Selection Committee will meet to review the nominees. The Selection Committee must make their selection four weeks prior to The Person of the Year Celebration. The Selection Committee can determine the number of meetings, time of meetings to arrive at selection, BUT must comply with the following procedure for selection:

- All discussion at Committee meetings will be held confidential.*
- Nominees, nomination forms and ancillary information will be reviewed and discussed to determine a Finalist List not to exceed five nominees.*
- If a member of the Selection Committee is nominated, they will not be eligible for selection.*
- The Committee will vote on the finalist/Person of the Year from the five finalists.*
- Voting will be submitted to the Selection Committee Chair on a secret ballot (attachment to be created).*
- The Committee Chair, Executive Director, and one past recipient serving on the committee will execute counting of the ballots. Results will only be shared with those who are preparing the POY award. Presently, this is Al Tollefson (caricature) and Tommy Drummond of Tommy's Trolley (ice cream flavor).*
- The Selection Committee Chair will notify the finalists of their nomination in writing. The finalists will be posted on the ELMCC website and Facebook page, as well as through press releases.*
- The Person of the Year will be announced to the public at The Annual Chamber Celebration of Community.*
- The media will be informed of The Person of the Year after it is announced at the POY Celebration. This should also include a request to WCCO Radio that the recipient be named a "Good Neighbor", and for the Excelsior Wells Fargo Bank to display the POY on their electronic sign on Water Street.*
- The tally of the voting will be made available to the Selection Committee at the Executive Directors office for 30 days following the public announcement.*

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EXCELSIOR-LAKE MINNETONKA CHAMBER OF COMMERCE POY NOMINATION EVALUATION FORM					
CRITERIA	NOMINEE	NOMINEE	NOMINEE	NOMINEE	NOMINEE
1. Member of Chamber					
2. Past Honoree					
3. Contributions and accomplishments, to include volunteer activities; participation and leadership in Chamber and community events and committees; support and advocacy of our community by nominee's business and/or organization's promotion, sponsorship, and development activities.					
Number of years involved					

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Excelsior-Lake Minnetonka Chamber of Commerce Person of the Year Selection Ballot					
Instructions: For each nominee, give a rating for Criteria 1 and Criteria 2 (1-5, 5 being the highest). Then add the two numbers and put the sum in the "Total" column. At the bottom of the form, fill in your choice for POY.					
NOMINEE	PAST HONOREE (Y OR N)	MEMBER (Y OR N)	Criteria 1: An outstanding individual(s) who has given of his/her time and expertise in making the ELM area a better community.	Criteria 2: Contributions and accomplishments: volunteer; participation and leadership in Chamber and other; support and advocacy of community	TOTAL
My personal choice for the Person of the Year, regardless of a score, is:					