

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 17, 2014

1. 6 PM - Call to order – Bill Damberg
2. Attendance – Myra Wang
 - o Babcock
 - o Bean
 - o Damberg
 - o Kiefer
 - o Lauer
 - o Maloney
 - o Schwartz
 - o Sluis
 - o Thompson
 - o Wang
 - o Wolfson
3. Approval of June 15, Agenda
4. Approval of May, Regular board meeting minutes
5. Approval of May 3, Executive board meeting minutes – see attached
6. Consent Agenda - Items reviewed and recommended for approval by the Executive Board - None
7. President report – Bill Damberg
8. Financial Report – Joe Schwartz
9. Membership report – Betty
 - a. Ambassador Club update
 - b. Membership update
 - c. June luncheon – featured businesses and speaker
10. Program/Event reports
 - a. Art on the Lake – Laura (see attached and handout)
 - b. 4th of July – Laura (handout)
 - Need volunteers for firecracker race:
 - Volunteers are needed as:
 - Ø Corner Guards.....7:30-10:00 am
 - Ø Registration.....6:30-8:30 am
 - Ø Rest Stop help.....7:00-10:00 amEmail Meghan if interested..... Meghan.Gess@minnetonka.k12.mn.us
 - c. Excelsior Farmers' Market (see handout)
 - d. GNO – (see handout)
11. Executive Director Report – Laura Hotvet
 - a. Need a defined position on events –
 - b. Need a 2 – 3 board members available for weather/event calls for each events
12. New Business
13. Adjourn

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ELMCC monthly board meeting

Tuesday, May 20, 2014

1. Call to order Bill Damberg: 5:59

Bean, Damberg, Kiefer, Lauer, Schwartz, Wang, Wolfson, Sluis, Thompson, Hotvet, Sorensen.

2. Jamie motions. Bean seconds
3. Jamie motions. Schwartz seconds
4. n/a
5. work session will be July 8, 2014 6 to 8pm, to go over events.
6. Lorinda is here to discuss the website. Happy 1st birthday to our website. The sight is above average than most she has worked with. Most frequently visited page Art on the lake currently in the past month.
7. GNO asking for support from board in any form to help these events go well so in the future they can go to the city for support of closures of street. Joe suggests that we should put a letter together to show some kind of support the committee. Joe moves. Bill seconds. Betty will scribe a note.
8. Great experience, very informative. Would like to suggest putting in a bid for next opener. 2016. It is costly to host but possibilities of generating up to 2 million dollars. Big sponsors do follow this event which will help greatly as a financial source. If we are interested then we need to seek out fellow stakeholders. Jamie moves to support analysis and developing a separate committee headed by Angie. Wang seconds.
9. Met with Mn nice ride. Seems like a great opportunity for tourism. Lines of communication will remain open and work with them.
 - a. Want to have work session with exec board and council. Need to be on the same page and see where we can work more comprehensively.
10. P and L is a lot healthier due to art on the lake mainly and final LOL revenue. We are presently ahead of last years budget.
11. 5 renewed in the last month. 136 total renewed to date. 24 new members. Last month 6 new members. 164 paid members to date. 40% increase over last month. Ambassador club is heading to Deephaven. Community guide is coming to a close. A greater presence of ads would be encouraged.
12. Meet mpls. Laura shared with us opportunities we can have by being partners with them. Fee is \$2500 per activity. Board has concerns with cost but is interested in pursuing partnership. Two interns are coming and Laura's plan is to have them do analytic summary of marketing opportunities and present it to the board.
 - a. MACE . 3 categories would like to focus on
 - i. Member benefits – what do we do well, what doesn't add value
 - ii. Marketing- differentiation, guarantee, identifying core beliefs, determine target market
 - iii. Membership model- innovation, operational variety, different revenue streams.

Laura would like to continue what we are doing and to focus even more on what works. Laura would love help from someone regarding marketing piece. Someone who can work with interns. Bill suggested an individual from Gen mills that may be able help with this piece.

13. Please sign up to help at Art on the Lake. Next meeting June 19th at Bayside. Meet media

14. meeting adjourned joe moves. Jamie seconds. 8:15pm

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ELMCC Exec Board meeting
Tuesday June 3, 2014
Chamber conference room

- 1) 10:00 call to order Damberg. Present: Damberg, Wang, Babcock, Hotvet, Sorensen
- 2) Babcock motions. Wang seconds.
- 3) No quorum
- 4) Great may profit 11,682 vs. last year which was a loss of 5,062. Cash position roughly equals to last year at this time. Need to be very cautious and conservative with budget to stay above. Wang motions approval. Babs seconds.
- 5) Cross country ski event wants help with a paddleboard event in sept. will help promote but won't be involved directly. Bike share nice ride meeting met about possible location. Bill W. offered to help be the point for project. Staffing location is an obstacle but overall great idea, will continue to work things out.
- 6) Community guide hesitant to print, not enough advertising
- 7) Sarah and Anna the interns started. Been a tremendous help hence far.
 - AOL sponsorship lower than last year
 - Rotary event \$12,000 profit with 33% increase no matching sponsorship like last year
 - Discuss having an annual report piece for members. Goal is to present piece to all members at Nov. meeting.

Some of the major parts of future report:

- A. Annual budget compared 2 years
- B. Exec director summary proposed goals and mission
- C. Events
- D. Board of Directors with photos
- E. Website analytics
- F. Media relations Facebook, outreach
 - Meet Mpls – needs to be presented as a line item and be voted upon.

Chad motioned to adjourn 11:00 am

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Letter from Wayzata chamber

Dear Artists,

It is with heartfelt sadness that we write this letter. We are mourning what we anticipated was going to be our best Art Experience ever, with hopes to have celebrated our first 10 years which we put extra energy into to make it a success for you. This letter is to share our decision process and explain what steps we are taking to move forward from the destruction and collective disappointment felt from you our valued artists, as well as our volunteers, visitors, sponsors, local organizations – and community.

Facts we knew Saturday @ 5:00 a.m: Local officials from The City of Wayzata and the Greater Wayzata Area Chamber of Commerce met at the crack of dawn to assess the damage and verify risks.

The damage was worse than we expected:

- There were more than 36 confirmed fallen power lines, some live and dangerous, in the immediate area where visitor parking was mapped out;
- There was no power within the City limits, not to mention limited communication between organizers and volunteers to insure continued safety. Excel Energy notified our City officials that they could not guarantee power until Monday;
- There were no businesses open for food, or services to meet the basic needs of artists and the anticipated thousands and thousands of visitors we all worked so hard to attract;
- Weather officials reported more of the same severe weather predicted during the next 24 hours.

We simply felt it was unsafe and irresponsible to continue the event. As a high-risk situation with lifethreatening potential, it was strongly advised by all officials that we make the agonizing decision to cancel the event.

Post-event we now can confirm at least a quarter of the artists' tents were totally destroyed along with displays, sales materials, and art. Not surprising since reports confirmed winds reached 60-80 mph, resulting from an "echo

bow" straight wind hit. It was a situation with no immediate solutions

Current Situation: We are trying to pick up the pieces. Please know that we are doing everything in our power to

do all we can to satisfy all artists, sponsors and organizations involved. We understand for all parties there is not only time and efforts, but financial repercussions involved. Although we can't promise anything right now, we are analyzing our financials and looking at what our options are. As a non-profit, we will determine these financial decisions in a fair and responsible way.

Moving forward, the question of whether we reschedule has been asked by numerous artists and sponsors. With

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the current calendar of Art Fairs, our Chamber and the City of Wayzata events, it would be difficult to reschedule

during the months of July – September. That said, we are still looking for the best solutions for all concerned to move forward.

A special thanks to those of you who were SO brave and gracious. We want to thank artists and volunteers who

were retrieving lost art and displays. For some of you the loss was tremendous and we are deeply sorry.

We will communicate with each and every one of you this week. Our goal is to have more information for you at

that time. Thank you for your patience.

Sincerely,

Wayzata Art Experience Planning Committee

*For those of you who were not directly impacted by Friday's storm, some artists captured photos that were posted on the "Wayzata Art Experience" facebook page

Letter from the Art Experience Committee

To our Valued Artists,

We remain deeply sorry for the cancellation of the Wayzata Art Experience (WAE). Forced to cancel in

light of the storm systems raging through Wayzata and the Metropolitan area, we mourn what was going to be our best Art Experience ever. More energy and dollars had been spent to make it a success for you.

We met with The Greater Wayzata Area Chamber of Commerce Board of Directors, a non-profit organization supporting our members and community, and host to the WAE. Upon reviewing the financial situation the Chamber is not in the position to provide full refunds to our artists. We CAN, however respond to the question of rescheduling which has been asked by numerous artists, sponsors, and community members alike.

To this end we make the following offers:

1. We enthusiastically welcome you back to the 2014 Wayzata Art Experience on June 28th and 29th, and waive the \$25.00 jury fee. You will also automatically be juried into next year's show. You will be required to pay the booth fee and we will hold the amount at \$190.00.

2. We are pleased to offer a rescheduling opportunity, free of charge, to join in Wayzata's largest community festival- the 39th Annual James J. Hill Days on September 7th and 8th. Attendance ranges from 10,000-15,000 visitors. Similar to WAE, the demographic includes the Lake Minnetonka community and surrounding areas.

We will take on the additional costs and efforts to make this a successful addition to Wayzata's

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most popular event. The City of Wayzata and the Chamber want to provide you an opportunity to showcase your fine art yet this year. We are committed to creating the Fine Art Experience you are accustomed to within the James J. Hill event by grouping all artists together in one location appropriately adjacent to other features in the festival.

Please visit www.JamesJHillDays.com to learn more about the activities offered to thousands of visitors year after year. There is a tremendous amount of promotion for James J. Hill Days, and bringing our two biggest community events together for a onetime celebration will create a great opportunity to enhance the promotion of this collective James J. Hill Experience.

Please respond with your invitation to accept or decline to bbeyer@wayzatachamber.com by Monday, July 15. Thank you for your patience, supportive comments, and suggestions. These recommendations have helped our Board formulate and provide valuable options. We appreciate any questions you have.

Sincerely the 2013 Wayzata Art Experience Committee