

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 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 Sorensen
 - o Thompson
 - o Wang
 - o Zerby
3. Approval of June 20 Agenda
4. Approval of May 16 Regular board meeting minutes – see attached
5. Approval of June 5 Executive board meeting minutes – see attached
6. Consent Agenda - Items reviewed and recommended for approval by the Executive Board
 - a. Post job opening of Membership Relations to website – effective immediately, deadline is June 21 (see attached)
7. Financial Report – Joe Schwartz
 - a. Budget to date
8. Event reports
 - a. Farmers’ Market – Laura Hotvet
 - a. Review survey results – see attached
 - b. GNO – Tom Lauer
 - a. Updated Participants and Sponsors
 - b. Fash Splash
 - c. Art on the Lake – Laura Hotvet
 - a. Review survey results – see attached
 - d. 4th of July –
 - a. Laura Hotvet – status update
 - b. Chad Babcock – STEELE Fitness Firecracker 10K and Fun Run
 - e. Apple Day – Bill Damberg
9. Program reports
 - a. EDRC – Betty Sorensen
 - a. Update on laws regarding alcohol serving in stores
 - b. Streetscape and Beautification – Laura Hotvet
10. Executive Director Report – Laura Hotvet
 - a. Christin Boeker, Ovations Salon – to discuss Ambassador Program
 - b. Cleaning proposal
 - c. Volunteer staffing update
 - d. Vantage program intern team for Fall – MHS
11. Old Business
 - a. Sub Lease status – Joe Schwartz
12. New Business
 - a. Marketing idea – Fittest place on Earth
13. Adjourn

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

Board Meeting Minutes from 05/21

2. **Attendance** Present: Babcock, Caron, Damberg, Kiefer, Lauer, Maloney, Sluis, Thompson. Absent: Schwartz, Sorensen, Wang and Zerby.

3. Approval of May 21 Agenda- Bill motions and Jamie seconds

4. Approval of April 16 Regular board meeting minutes- Jamie motions and Tom seconds

5. Approval of May 7 Executive board meeting minutes- Bill motions and Jamie seconds

6. Consent Agenda - Items reviewed and recommended for approval by the Executive Board-Beth motions to approve and Jennifer seconds.

a. Approval of Cynthia Cushing's resignation

b. Approval of hiring an intern focused on chamber marketing and event marketing: Laura and Bill will put together a job description. Jennifer wants to know what we are building revenue for.

7. Financial Report – Joe Schwartz –Bill approves Jennifer seconds.

a. Budget to date: Joe was not present. Tom would like to see program budgets by line. There are issues with Drive and access to financial reports. We need to compare the full blown revenue and expenses for events in the Profit and Loss format.

8. Event reports

a. Farmers' Market – Laura Hotvet: We need to ensure barriers are not taken down prior to 6. Overall there has been good feedback however we need to make sure that people are providing that feedback to the city so it can stay on Water Street.

i. Introduce Autumn Kaye – Our Farmers' Market intern

b. GNO – Tom Lauer- Bill and Tom have been attending the meetings, June 6th is the soft kick off, June 27 is the fashion show between Lake and 2nd Street. July 18th is Crazy days, August 15th is the Art Crawl, September 19th is the Fall Festival and October will be the Breast Cancer event. We need to encourage the retailers to stay open later on Thursdays. We need to determine the long term vision of Girls Night Out.

c. Art on the Lake – Laura Hotvet – Spirit of the Lakes is doing yoga in the morning, we have 140 artists and the drive is to produce a high quality event.

d. 4th of July – Laura Hotvet –BINGO event generated 26k

e. Apple Day – Bill Damberg –Aaron, Bill and Betty- there will be juried booths and they are working on bringing the apple back to apple day. In the evening there will be a dance with Tim Mahoney that Aaron Bean is donating. Liepolds will be doing the buttons again.

9. Program reports

a. Marketing/Promotions – Betty Sorensen: Need to aim high-why are we doing this and what's the bottom line, what's the marketing goal? We need to develop a 3-5 year plan and recruit outside the board for the committee. The marketing committee will draft a job description.

i. Front door graphics – see attached

ii. Website – status

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

iii. Marketing campaign ideas?

b. Streetscape/Beautification – Plants are \$940, update on beautification of the office. We would like to get a TV or a screen for meetings, we will ask Union Place for a donation.

c. EDRC – Betty Sorensen

10. Executive Director Report – Laura Hotvet

a. Membership direction – Myra and Laura are working on window clings

b. Board membership direction

c. Window clings here – what else do we want?

d. Volunteer staffing update

e. Vantage program - MHS – Mike would like to engage then and Jennifer brought up Jimmys event and how we can engage the kids.

11. Old Business

a. Sub Lease status – Joe Schwartz- The steamboat is coming, Don Stolz no longer needs the space.

b. Office space renovation update – Betty Sorensen – Need to see if we can get services and money donated for the bathroom project.

c. Update on STEELE Fitness race – Tom Lauer – Steele is managing the operations and bringing more sponsors. We still need day of registration. Jennifer has met with Lynn and she is willing to help.

12. New Business

a. Notes from Chamber Retreat – see attached, direction? Jennifer and Bill can maybe meet on working on goals and objectives.

b. Invoice from Nick Ruehl – no charge, but what to do for him? We need to hand write a thank you note and buy him a gift certificate from Maynards as a thank you.

Misc. June 18th lunch will be at Steele and the Rotary will present the check for the fireworks. It was also discussed that our next board meeting would be the morning of the 18th at 7:30 am.

Bill motions to adjourn and Mike seconds.

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013



JOB POSTING: Director, Member Relations

The following position is being posted by the Excelsior-Lake Minnetonka Chamber of Commerce. This is a part-time position with expected weekly hours of 15-20. The position responsibilities include:

- Maintain a presence with existing members, set membership dues as needed, complete the yearly dues billing and follow up on unpaid invoices. Seek out new membership in the Chamber area and explore new areas to expand into.
- Lead the monthly meetings for the Chamber to include the Chamber member meeting in identifying speakers, arranging locations to host etc. Lead the monthly meetings of the Excelsior Downtown Retail Committee (EDRC).
- Keep website updated with new member information and coordinate creation of new marketing tools to benefit membership.
- Produce regular communications, promotions, and activities of individual chamber members.
- Attend area City Council meetings and other membership meetings that directly affect the Chamber and stay involved in those projects that directly affect the membership.
- Assist in Chamber events as time permits. Be on-site for events to assist the Executive Director of the Chamber.

This person would office at the Chamber Welcome Center along with some off-site work. Local travel will be required.

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

2013 Excelsior Farmers' Market Survey

Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7
What do you think of the new location on Water Street?	How did you hear about the Excelsior Farmers' Market?	What products do you normally buy?	What is your favorite type of vendor? What vendors/products do we not have that you would like to see?	How often do you come to the market?	Would you attend an indoor winter Farmers' Market in November and December?	Any suggestions for the 2014 Excelsior Farmers' Market?
Close to the lake, so I like it.	A Friend	Vegetables, Dog Wash	Meats and Vegetables	Once a Week	Can I bring my dog?	Keep it just like it is!
I like it! I think having it on Water Street helps support the shops also. A win-win!	My neighbors	Nuts, Natural Foods, Meats	Olive Oil, Nuts, and Meats	Every Week	Yes! Best Christmas Presents!	Keep it open til 8pm
Love it!	Southshore News - we live here	Fruit and Veggies	Produce	2 x per month	Yes	Great as it is!
Great	Business Group	We own Sound Sisters	Produce	Every Week	No	The more variety at the market the better! Love the juggler, dog washer, singers etc.
I like it!	Went to it	Honey and Smoothies	All	Every Week	Probably not, might stop by and see.	Live music!
Love it	Vendor	Sell	Not Sure	Every Week	Yes	Excelsior Brewing Company in the middle of the market, food trucks on each side of the brewery, and other ready to eat food on each side of the food truck(s).

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

Love it!	Nick Tollefson	Honey, Plants, Food (cooked), Produce	Lucky's Mustard, Zoie's Gone Bananas (suggestion)	Every Week	Not Sure	This way the customers walk by the vendors to get to the food thus ensuring everyone has good foot traffic.
I've heard numerous customers say they like the visibility and atmosphere of the new location.	Laura Hotvet	Produce and Fruit	Popcorn, nuts, soap, tomatoes, Berry Blendz	Every Thursday (I'm a vendor)	I would be interested in learning more about that.	Get the word out! I live in Victoria and would frequently visit.
Love it! Much more accessible and visible!	A Resident Newspaper & Excelsior email	Meat, Bread, Veggies, Flowers	Veggies	Weekly	Yes	Henna Art
Great	Drove by	Veggies	More Art (suggestion), Loved the magician	1st Time	Probably	Not yet but will let you know.
I like it better	Vendor	Produce, Pork	Food vendors, entertainment	Weekly	Yes	Dairy and Chocolate vendors
Love it!	Live in Greenwood & saw it last week.	Jellies, eggs, meats, plants	Produce	weekly	Don't live here in winter.	Wheatgrass juice vendors
Perfect - brings the city together!	I stumbled onto it	Produce, meats, specialty foods, wine and liquor	All	1 x per year	Probably Not	More Music
Love it!	Newspaper	Bread, Tomatoes, Veggies, Fruits	Would like Woodcrafted items (suggestion)	Try to come every week	Yes!	Leave as is
Nice, brings more traffic	Chris Carney	Food	Meats and Specialty Foods	Every Week	Maybe	Keep the Tollefson's
This is the best location so far. Easy access and great participation.	Been attending for 10 years	Produce and Meat	Specialty Foods/Goods	Yes	Yes	Make sure to include Mrs. M

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

Better location than last year.	Participating	Food	Specialty Foods/Goods	Every Thursday	Yes	More Vendors
Love it!	My kids	Farm Fresh Veggies	Meat	Every week	Yes	Keep it in the street.
Creates a fun atmosphere	I live here	Salmon	More Fresh Flowers (suggestion)	Few times per season	Yes	More roving musicians, street artists, how to demonstrations
Good	Newspaper	Food	More green/recyclable products (suggestion)	Most Weeks	Yes	More vendors
Excellent	Nice traffic, Community Feel	Meat, Prepared Food	Cheese (suggestion)	Every Week	Yes	More vendors
Vendor	My brother	A little of everything focusing more on meat.	Produce	Every Week	Yes	No
I love it, the street is a lot of fun.	Mrs. M's Camps for Kids	Ice Cream Floats, Beef Jerky, Rice Crispy Bars	Produce, we need cheese (suggestion)	Every Week	Maybe	Nope, love the new location.
Great!	Local resident	Veggies	Meats are my favorite, more specialty foods like popcorn stands	I like it	Yes!	Yes
Better	Newspaper	Fresh Vegetables	Produce	Twice a month	I would display at one.	Leave on Water Street!
Great	Lived here for 12 years	Eggs and Meat	Produce	Twice a month	Yes! Good idea.	Massages; Billboard ads on Hwy 7
Love it! In the heart of the city!	Chamber website	Produce in the Summer & Fall	Barbeque Sauce	2x per month	Yes	Nail Polish Kits and Hair Accessories
Like it, more visible, get new customers	I am a vendor, 5 yrs	Produce	Produce	Weekly	Yes!	Get more vendors & bouquets of fresh flowers
Best location ever	Have known about it for years	Produce	Meat, Baked Goods	Every Week	Yes	Keep it up

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

Not sure	Word of mouth	Popcorn, bacon, assorted plants, bread from Great Harvest	Angela's Baked Goods, hair accessories (suggestion)	Every Week	Yes	Like it!
Like it!	My mom	Vegetables, Meat, Plants	Artwork, Fresh Flowers	2-3 times per month	Yes	None
Love it!	Newspaper (Local & Star Trib). Also been coming for several years.	Produce	Specialty Foods/Goods	Once a week	Yes	No
Awesome	Long time customer	Barbeque Sauce, Jelly, and Veggies	Produce	Every week	Yes	Add more vendors & into evening
Yes, I love it	I looked for it.	BBQ Sauce, Honey	Specialty Foods	1 time per month	Yes	Great work
It's the best!	We are a vendor	Bread, Jam	Specialty Foods, Cheese (suggestion)	Every Week	Yes!	Nope!
Well? There's a lot of money and it needs to be spent!	Fell across it after Jakes	Food Trucks, Vegetables, Jams	Veggies & Coffee	Weekly	Yes!	Keep it going
Such a wonderful setting, a win-win for both vendors & customers.	Coming for years.	Smoothies, jewelry, and baked goods	Meats, Plants, Honey	Every week (Almost)	Yes!	Great, open, and cool!
Great, open, and cool!	Signs & Word of Mouth	Veggies, artwork, love the dog washer!	Cheese (suggestion)	Almost every Thursday	No	Stay in the street! Gives Excelsior a wonderful feel!
I love it!	Through friends & family	Breads	Produce, Food Stands	I will come every week.	Maybe	More local music/acts
Great!	Just saw it!	Fresh Produce	Everything is great!	Just this once (not from here)	Yes definitely!	More seating areas
Like it	Newspaper	Baked Goods, Jam, Jewelry	All!	2 x per month	Yes	No

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

I love it!	Live in Vicinity	Salsa, Meat, Flowers	Love everything!	Every week	No, I would be at school.	I love organic! Bring broadcast radio show, music etc. ... Build excitement
I like it, nice meeting people.	Through friends	Veggies & Coffee	Produce, Specialty Foods/Goods	Each week	Yes	Maybe some more vendors
Good central location	Knew about it for years.	Varies on the week.	Veggies, Honey, Music (suggestion)	Now and then	Yes	Try and encourage more vendors.
Love it - better than parking lot!	Mom used to work here	Beef, veggies	Produce	2x per month	Maybe	mmm.....
Love it!	Drove through town - had forgotten about it.	Tollefson Smoked Sausage, Fresh Veggies	Women's Hats/Caps (suggestion)	1 week	Yes	Butter! Also, canned goods like pickles.
Awesome	Drove by	Plants, Syrup, Food, Soap	Specialty	Every Week	?	Bigger/Entertainment/Cheeses
Wonderful!	Banners	Food	Hounds about Town	Every Week	Yes	Been great so far
Love it	Paper	Scarves and Jewelry	Food Trucks, all kinds of art (suggestion)	2x per month	Not Sure	
It's great & easy to get to.	Mother works at it.	Fresh Vegetables	Food Trucks/Jewelry	2-3 times during the season.	Possibly	
Great	Local resident	First time coming!	Specialty Foods, Sustainable food, I would like to see henna and palm reading possibly (suggestion)	Every week if here.	Yes	
Love it!!!!	Live in town!	Vegetables and lots of "stuff"	Love to browse all-natural and local produce	My first time.	Yes!!!	
Good for local businesses	From a friend.	Veggies	Locally grown	Weekly	Yes!	

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

Love it! Great atmosphere -good for local stores as well.	I live here	Produce	Almost every week.	Not often. but after today - will come every week!	Yes	
Nice!	In town	Breads, Food Stands, Jewelry, Plants, Veggies etc.	Anything natural	As often as possible.	I like it	
Preferred	My daughter	Clothing & Food	Meats and Produce, Milk (suggestion)	Every Week	Yes	
Great	Local	Meat	Produce, Specialty Goods	Weekly	Maybe	
Love it	Word of mouth	Jewelry and Food		Weekly	Yes	
I love it	Drive by	Everything		Every Week	Yes, definitely	
Love it!	Just saw it	Food		This is my first time.	Not sure	
Like it!	A friend	Smoothies, fresh vegetables, honey, Great Harvest Bread		Every week!	Yes!	
I love it! Love being able to walk up.	Been here for the last 4 years	Fresh Produce		2-3 x per year	Absolutely!	
Love it!	Have known from years past.	Specialty Foods		Every Week!	Yes	
Love the Water Street location.	Vegetables, Jams, Sauces	Veggies, Jellies		Twice a month	Fun to be downtown.	
I like it	Stumbled upon	Food-prepared		At Mount Calvary, I walked through every Thurs. In Excelsior, not as often.	If it was close to Excelsior, which I assume it would be.	
Fun to be downtown.	Lived in the area for years.	Flowers, produce, jewelry				

**Excelsior – Lake Minnetonka Chamber of Commerce
Monthly Board Meeting – June 20, 2013**

	We work at Mount Calvary Lutheran Church.	Plants, have bought flowers, honey, produce				
--	---	---	--	--	--	--

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

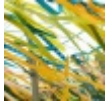
Business	Contact Name	Phone	Email	Level	Payment Received
2B Inspred	Sherol Christian	952-474-7300	2binspired@q.com	participant - 175	175
318 Café	Tom Peterson	952-401-7902	info@three-eighteen.com	participant - 175	175
Adele's	Jenny Parker		adeles@adelescustard.com	sponsor - 250	250
Amore & Fede	Debbie Slusar	612-309-7966	debbie@amorefede.com	participant - 175	175
Bayside	Chrissy Peterson	952-470-8439	chrissy@bayviewevent.com	sponsor - 250	250
Big Island Swim	Brittany Reger		brittany@bigislandswimandsurf.com	sponsor - 500	500
Brevier Optical	Jason Trucano	952-401-1700	jason@brevieroptical.com	participant - 175	175
Brightwater	Bill Damberg	952-474-0256	brightwaterclothing@gmail.com	participant - 175	175
Cameo Terrerae Salon	Betsy Hanna	612-597-7881	cameotesserae@gmail.com	participant - 175	175
Cherie Consignment	Ellie Vadnais	952-474-7775	ellie.vadnais@mchsi.com	participant - 175	175
DB and Co. Ta Dah!	Diane Bolles	952-474-7428	dbco.tadah@gmail.com	participant - 175	175
Dunn Bros	Joe Schwartz		joe@jhschwartz.com	sponsor - 250	250
Excelsior Brewing Co	John Klick		jklick@excelsiorbrew.com	200	200
Excelsior Nail and Spa	Kay Nguyen	952-463-0044	excelsior.nailspa@gmail.com	participant - 175	175
Gary's First Class Car Care	Kellie Ringate - Murphy			sponsor - 1000	0
Gray Gardens	Debra Antone	952-474-9150	homestore@graygardens.net	participant - 175	175
Heritage II Inc.	Curt Johnson	651-484-3650	curtj@heritageii.com	participant - 175	175
Huber Funeral Home	Paul Huber	612-916-9025	paul@huberfunerals.com	sponsor - 250	250
Jackie's	Jackie Peters		jackie@jackieslws.com	participant - 175	175
Koehnen's BP	Roy Koehnen	952-470-6600		sponsor - 250	250

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

Lake Mtka Ortho	Stacey Gerkens		stacey@lakeminnetonkaortho.com	sponsor- 250	250
Martin's	Erin Martin	952-767-0788	martinsboutique@gmail.com	participant - 175	175
Maynard's	Beth Maloney	952-470-1800	beth@maynardsonline.com	sponsor - 250	250
MN Surf	Evan Lawrence	218-866-0235	mnsurfco@yahoo.com	participant - 175	175
Old Log Theater				sponsor - 250	250
Ooh La La	Connie Frederick		conniemarieF@gmail.com	participant - 175	175
Ovations Health Spa	Mary Ralph	763-516-0300	marybralph@hotmail.com	participant - 175	175
PiqueTravel.com	Jim and Linda Bendt	612-801-1332	linda@piquetravel.com	sponsor - 250	0
Que Sera	Tom Lauer		toml@lauerstores.com	participant - 175	175
STEELE Fitness	Joeleen	651-815-7143	joeleen@steelefitness.com	participant - 175	175
Town Dental	Chris Johnson			sponsor - 250	250
Val's Vintage	Val Bishop	612-414-4286	val@valsvintage.net	participant - 175	175
Youngstedt's	Jay Witta	612-554-8994	jay@jwda.com	sponsor - 1000	1000
CrossFit SISU	Pat Crosby	612-770-4950	pat@crossfitsisu.com	sponsor - 250	250
TOTAL REVENUE					7525

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

Art on the Lake results



Excelsior Art On The Lake

New Likes

189

New Check-ins

15

Talking About This

548 +345.5%

Weekly Total Reach

14,494 +896.8%

Art on the Lake - Attendee feedback

[Design Survey](#) [Collect Responses](#) [View Results](#)

[Results](#) [Participants](#) [Analysis](#) [Locations](#)

Survey Results

[Share](#) [Print](#) [Export](#) [Apply Filter](#)

RESET RESULTS [Reset](#) COMPLETION RATE **78%** INCOMPLETE RESPONSES **17** TOTAL RESPONSES **62**

Question
01

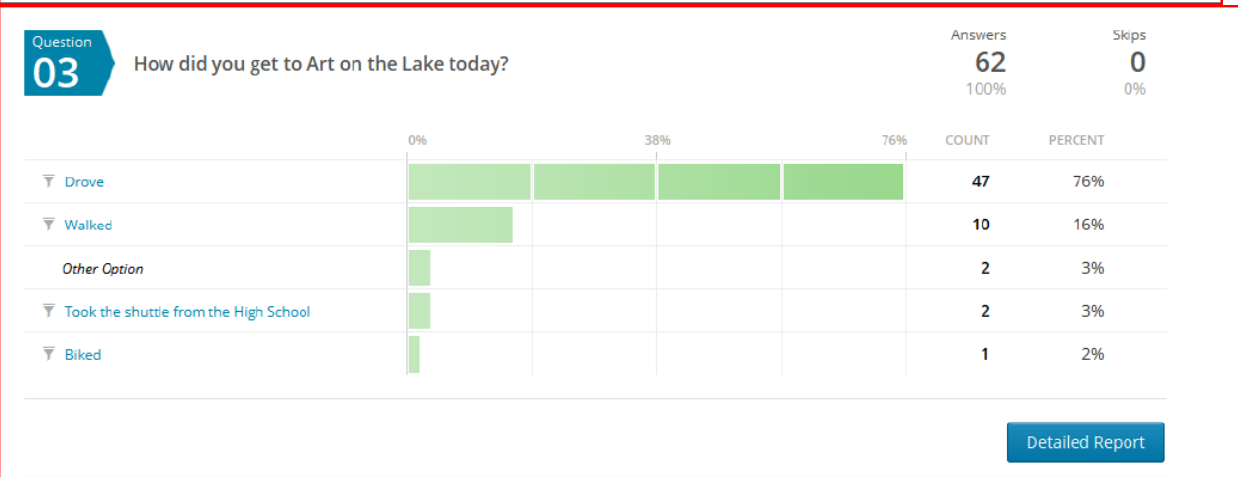
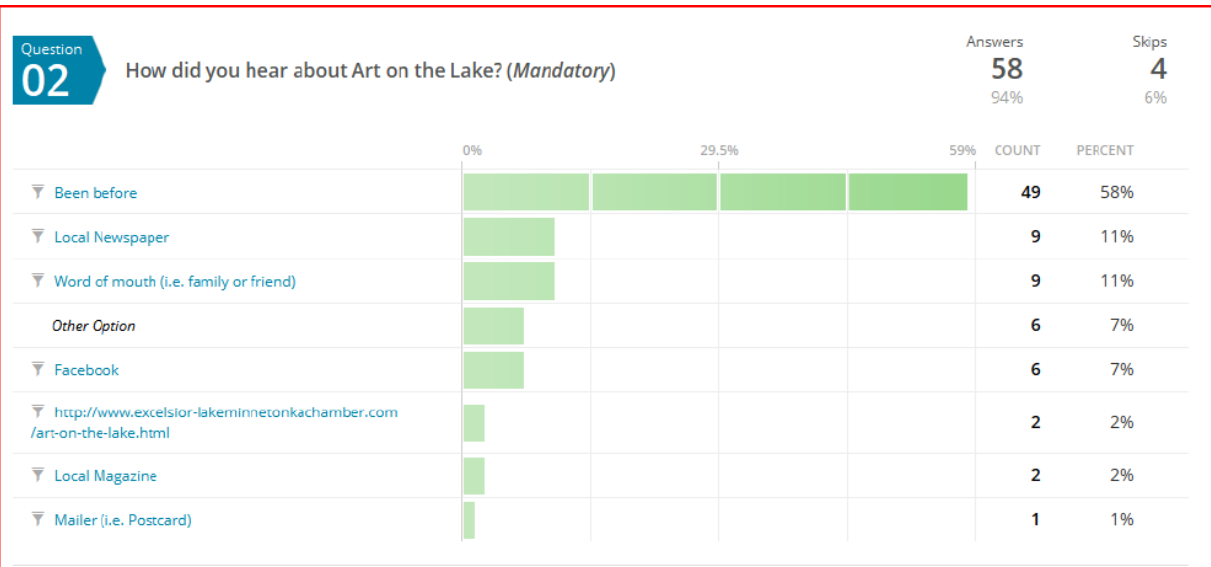
Overall, how would you rate Art on the Lake this year?

Answers **62** Skips **0**
100% 0%

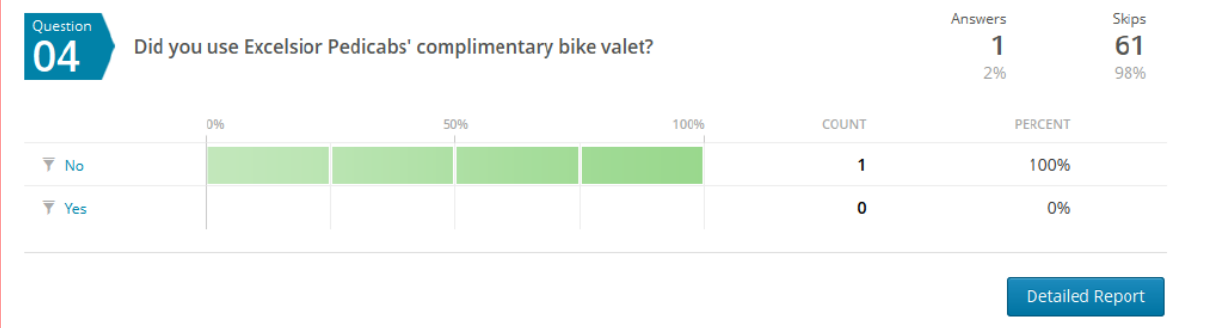
	0%	23%	46%	COUNT	PERCENT
Very good				28	45%
Excellent				21	34%
Fairly good				11	18%
Mildly good				2	3%
Not good at all				0	0%

[Detailed Report](#)

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013



PAGE 3



PAGE 4

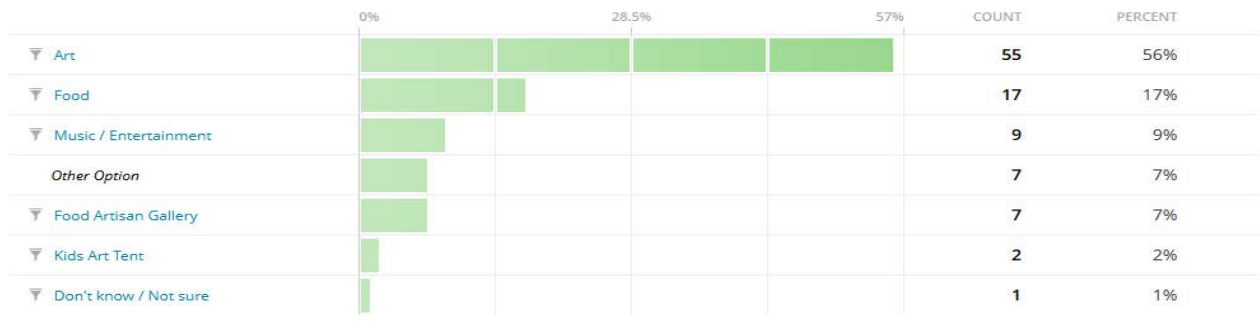
Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

Question
05

What did you come to Art on the Lake for? (Mandatory)

Answers
59
95%

Skips
3
5%



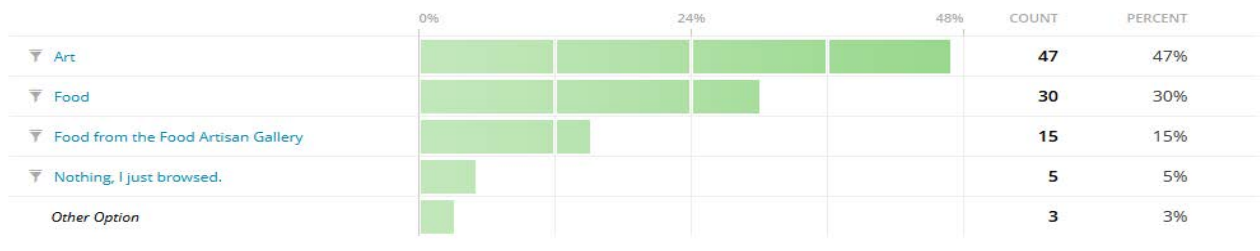
[Detailed Report](#)

Question
06

What did you purchase at Art on the Lake? (Mandatory)

Answers
62
100%

Skips
0
0%

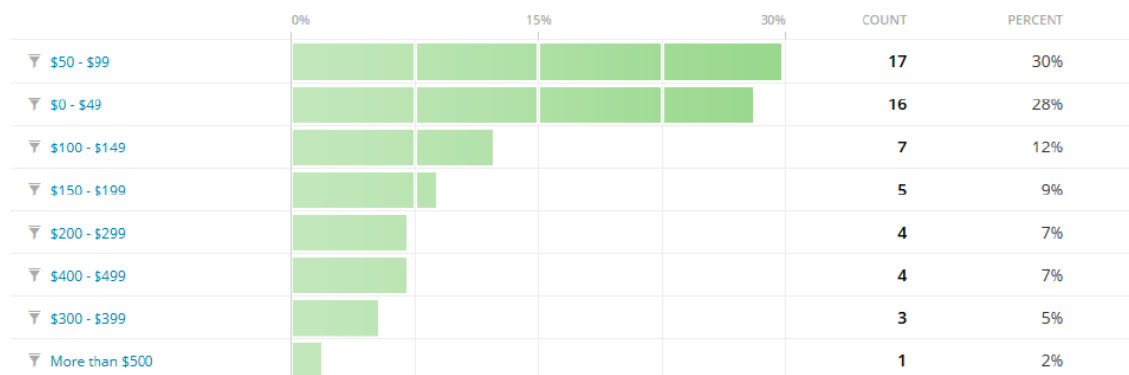


Question
07

Thinking about all your purchases made today (including food and art), how much did you spend at Art on the Lake?

Answers
57
92%

Skips
5
8%



Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

Question
08

Thinking about this year's Art on the Lake, to what degree does each of the following describe the the event? (Select one response for each statement.)

Answers
62
100%

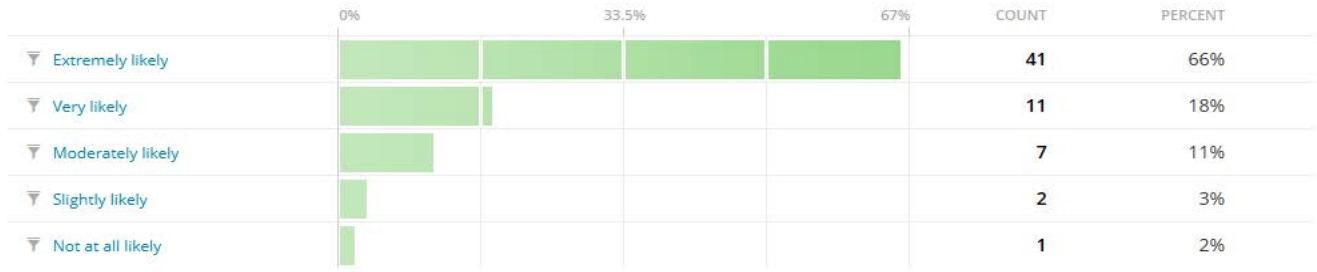
Skips
0
0%

	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	N/A (NOT SURE)	AVERAGE
Many artists showed the type of art I am interested in.	12	29	15	3	2	0	3.75
The event was well organized.	38	21	1	2	0	0	4.53
The information prior to the event was easy to find and useful.	26	15	8	6	1	6	4.24
I was comfortable asking questions to the artists.	41	17	3	0	0	1	4.65
The artists were knowledgeable about their work.	43	15	0	0	0	4	4.82
The food vendors were different and unique.	14	20	8	3	1	16	4.47
The layout of the event was easy to navigate.	48	9	3	2	0	0	4.66
The Food Artisans differentiate Art on the Lake from other art fairs.	10	8	10	7	0	27	4.65

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

Question 09 How likely are you to return to Art on the Lake next year?

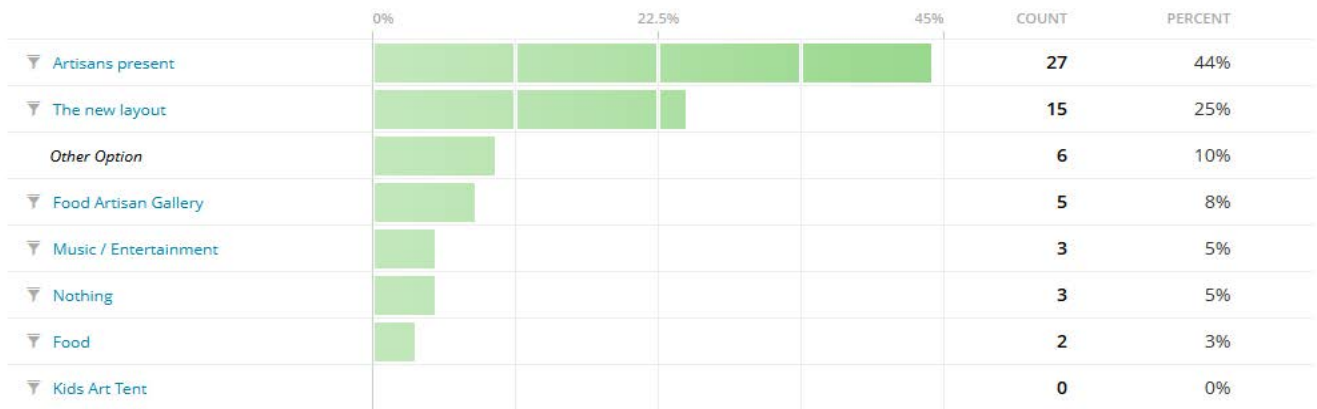
Answers: **62** (100%)
Skips: **0** (0%)



[Detailed Report](#)

Question 10 What did you enjoy most about this year's Art on the Lake?

Answers: **61** (98%)
Skips: **1** (2%)



[Detailed Report](#)

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

June 18, 2013

To: Excelsior-Lake Minnetonka Chamber of Commerce
Board of Directors and Members
From: Laura Hotvet, Ex Director and
Martie McGlasson, Volunteer Coordinator

Meet Your Volunteers
No “Ordinary People”
They are an impressive group!

Barbara Shields Doerring: Retired Office Nurse for Dr. Berg for 9 years, and area resident for 52 years. She also was a pharmaceutical rep for 18 years and retired from that career in 1997. She is married to Pastor Lane Doerring. They recently sold their lake home and are now back “home” permanently in Chanhassen. Barb is a speaker and representative for the Asian Institute non-profit organization raising funds for girl’s schools in Afghanistan. She is the aunt of founder, Greg Mortenson (Three Cups of Tea). Barb and Lane have a merged family of 4 children and 13 grandchildren. She is an avid fan of youth hockey, golf and baseball. Lane and Barb travel extensively and have covered most of the world, all but one continent.

Beverly Meakins: An Excelsior native who has resided in Shorewood for 30 years. She is married to Chip Greenfield and has 3 daughters and 5 grandchildren. Community volunteer for many years. She has worked for different businesses in the community and is now retired. Bev enjoys Excelsior and loves volunteering at the new Welcome Center.

Cindy Reeder: A relative newcomer to Excelsior by marriage to Douglas Reeder. They live in Greenwood and have a combined family of 5 children and 14 grandchildren. Cindy pursued a career as an administrative assistant for 40 years and lived in Maple Grove. Cindy fills her life with a variety of activities from tending her horses, kids activities, part time nannying for several families, training a new puppy, gardening, etc. Doug lived in Mtka and Excelsior for 43 years. Three of their sons graduated from Mtka High School.

Miki and David Huntington: Both Miki and David are retired Army and moved back to Excelsior about 2 years ago after “seeing the world”. Miki is a helicopter pilot foreign area officer. David worked in helicopter maintenance. David is a Mtka High School graduate and classmate of Laura’s brother in law Jeff and he grew up here. When visiting Excelsior Miki fell in love with “the village” and “ordered” that they move here when they both retired. She is currently teaching Political Science at Mpls Community and Technical College. David has been remodeling their lovely home overlooking College Lake. They are settling in here and loving it.

Gail Quam: Gail Quam has been a resident of Greenwood for 30 years along with her husband Bob and daughter Allison (a graduate of Minnetonka High School). Gail recently retired from Express Scripts, a pharmacy benefit management company after 17 years. Her expertise was working with out of state health plans administering Medicare Part D pharmacy benefits to its members. Gail enjoys gardening, boating and canning – every year she and her family can 70-100 jars of pickles, make salsa, pesto, can peaches and freeze corn. Her husband Bob was a Minnetonka High School teacher, served on the Minnetonka School Board for nine years and is currently on the Greenwood City Council. He also serves on the school board of District 287 schools.

Hans and Joann Schaub: Joan and Hans make their home in Tonka Bay. Joann had a long career as a wine representative in the Twin Cities and in the process met Hans who was then the General Manager of the Minneapolis Club. They have a combined family of 4 children and 10 grandchildren. Joann and Hans have been at home in the area for 20+ years. Joann has had a political career on the TB City Council as well as multiple community leadership roles. In his retirement, Hans has developed a reputation as an accomplished artist and is developing his talents in his Echo Bay studio. You may view his work at art displays locally.

Jacque Lund: Jacque and Jim Lund have been here all their lives. They grew up here and were high school sweethearts. J & J have kept busy with homes from Victoria to Hopkins and Florida to North Carolina to Hayward to Up North MN. Logistics are their forte’. Jacque managed her husband’s business office, Chaska Machine & Tool, Inc. in Chanhassen for 15 years. They have 3 children and 8 grandchildren who occupy every spare hour and driving mile. Jacque loves to play bridge, golf, tennis and tell stories about her grandkids – just ask her. She has been a volunteer since her mid twenties for about 50 years. They have lived here for 68 years.

Jane Heiland: Jane raised her family of 3 sons here and they all graduated from Mtka High School. Currently she is a dental assistant to a prominent dental surgeon in Chanhassen – she pulls teeth! Jane hasn’t retired yet but can see it on the horizon. Jane is very busy in the community having served as President of the Excelsior-Lake Minnetonka Rotary Club and positions in many other organizations. She extends her love of community internationally and has been on several mission trips extending the Rotarian programs, philosophy and outreach. In her spare time, Jane is a professional seamstress and has even been known to alter bridal gowns. She has lived in Shorewood, Deephaven and Mtka for 48 years.

6/19/2013

Excelsior – Lake Minnetonka Chamber of Commerce

Monthly Board Meeting – June 20, 2013

Karen Siegman: Karen and her husband Alan owned and operated Water Street Clothing for 30 years and also had another clothing store at 50th & France where Alan was president of the 50th & France Merchants Assn. After 8 years, that store was moved to Galleria where he was also president of the Galleria Merchants Assn. Karen, Alan, their staff and customers have remained close friends even after the closing of their stores. They must have chaired every committee in the Chamber at one time and have taken their turn as officers in the organization. Karen and Alan have one daughter, Carrie Larson and 3 grandsons in Eden Prairie and they keep the bleachers dry and warm at many athletic events. They have lived in Shorewood for 40+ years. They enjoy classes in the U of M program sponsored by OLLI and are very interested in politics and the arts.

Larry Oppegaard: Larry's reputation as a professional "schmoozer" precedes him in everything he does. Larry and Mary have been a predominant presence in the Lake Minnewashta neighborhood and Mtka School District for over 40 years. They have raised their 3 children and now 10 grandchildren in the same "fashion". Larry had a lengthy career with Old Home Foods, Minnetonka Inc. and now volunteers as treasurer of the Minneapolis Area Synod-ELCA. In the past he has been a single engine pilot and enjoys golf, fishing and hunting. They have recently moved to a townhome in Chanhassen and continue to be invaluable members of this village.

Phil Hallin: It seems that Phil has been an integral part of "the village" forever. During his career as a Northwest Airline pilot, he maintained a career as volunteer extraordinaire. The Art Fair certainly relied on his knowledge of weather patterns and he would benefit the planning committee the days of the event with his own personal forecast. He has been so active that you bestowed on him the annual "Hero Award" to acknowledge his efforts. There is not enough room here to list his participations. He lives with his wife Eileen in Eden Prairie now and has an active role in the lives of his 3 children, and 4 grandchildren and their activities. His residency in the area extends from his infancy in Excelsior Township through three generations for 70 years with a few years here and there.

Shirley Livingston: Shirley is intimately familiar with our Welcome Center space. She had a 15 year career at Nygren's Clothing and remembers the arches as entrances to the rest of the store in the space Beacon Bank now occupies. She sold all of us our "professional attire" for years along with Jan and Jan's mother, Dorothy. Before Nygren's she sold clothes at Liberg's which is now Yumi's, formerly the Aldritt building and before that the old theatre building. She now resides at Centennial Hills in Chanhassen. Her heart is and always has been in Excelsior for 66 years. She volunteered with the Minnehaha and the Streetcar beginning 1995 and continued at the ticket office and gift shop around the corner from Pizza Hut and The Dock Theatre. Shirley can tell tales right alongside Bob Williams who was working at The Record while she was selling clothes. She met her husband at the Town Pump Ice Cream shop listening to the juke box and eating ice cream.

Val Stuessi: Val retired last week from Crystal Kitchens Center where she had a 27 year career designing and implementing new kitchen spaces for her clients. Val and Keith have lived in Greenwood, not far from The Old Log Theatre, on the shores of the lake for 40 years. Keith and Val will be "tag teaming" their volunteer hours. Keith worked in marketing for several high tech companies and they are both graduates of Kansas Univ. They have been very active in almost every village event in the past in one way or another and Val just joined the Friends of the Excelsior Library committee. Their 2 children, Mtka grads, and 3 grandchildren live close by and enjoy the company of their grandparents frequently.

Sharon Provost: Sharon and her late husband, Jerry Provost, moved into the Lake Minnetonka area in 1973. Shortly after, they heard the story of the sunken steamboats. Being in the commercial diving business, finding the boats became a quest. Sharon did the research and Jerry the diving. In 1979 he found the Minnehaha and in 1980 he orchestrated the raising ...the rest is history. Volunteering in various roles with the Minnehaha, Sharon settled in as the webmaster and eventually built the online ticket system. Over the years while working a long side her husband in commercial diving business, Sharon owned a SCUBA store at 48th and Chicago in Mpls. For several years she was a partner with the Honduran owners of a dive resort on Roatan Island in Honduras. As the US rep, she booked dive groups from all over the world. After 16 years she sold the store and then became a Realtor and still has an active Broker's license. The volunteer work with the Minnehaha included learning web development, a skill she currently put to use in developing a digital coupon program for retailers. Sharon has 3 children and 6 grandchildren with another grandchild on the way!

Kathy Ruehl: Kathy continues her 41 year career as a flight attendant with now Delta Airlines. Recently she has been busy shuttling soldiers home from active duty. When she is in town she participates in everything Excelsior. She has generously shared her husband Nick with the community. Kathy and Nick have 2 children who have grown up here and graduated from the Mtka schools. Kathy and Nick have now moved to Shorewood. Kathy has agreed to act as a substitute as needed at the Welcome Center. Excelsior has been their home for 40 years.

Martie McGlasson: Martie and Ross have lived in the Minnetonka School District for 38 years – 3 in Mtka and 35 in Tonka Bay. Excelsior has always been their community home. He served on the school board for 7 years. Martie had a community relations career at The Bank Excelsior for several years. During these years she held

6/19/2013

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – June 20, 2013

several positions with the Excelsior South Lake Chamber of Commerce organization. Following 3 ½ years as the Administrator of the Lake Mtkka Sailing School on Lighthouse Island and a brief stint at the Mtkka Center for the Arts, she and Laura began a wedding planning business, Mother of the Bride Weddings in 1996. Martie and Ross have 3 children and 6 grandchildren all living within 5 miles. Both have been active in the restoration and promotion of the The Minnehaha and the Streetcar projects. Ross was one of the original pilots and a pilot instructor for several years and Martie drove the streetcar and gave tours. Following a 35 year IBM career and another 8 as an IBM business partner, Ross retired and gives back to his community via Rotary and their church home. Most of their lives involve family gatherings and activities in this wonderful community and school district.

So, there you have it so far. We are inviting and adding volunteers weekly. We are a “work in progress”, listening to how the tempo of the village beats and trying to decide what the Welcome Center is and can become. If you have ideas for it please let us know. We are also keeping a log of suggestions from the public. The Visitors Registration book is filling in by visitors from neighboring states so far. We have talked to several couples who are planning to relocate to our wonderful town. We have all visited other communities with Welcome Centers so you may know of creative efforts which could be duplicated here. We hope to have some looping DVD screen projections of a historical nature running soon. Please feel free to add to our library.

Thanks and come see us. Let us know what we can do to help promote your business. As a group we have accumulated a wealth of knowledge, experience, wisdom and skills. After all, 690 cumulative years of residency accounts for a lot of stability, growth and love of community.

We and you, together, are the “it” in “It Takes a Village”. See you on the corner.

Martie McGlasson