

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – March 10, 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 March 10, Agenda
4. Approval of Feb 17, Regular board meeting minutes – see attached
5. Staff & Officer Reports
 - a. President – Schwartz
 - b. Financial – Sluis
 - c. Membership – Betty
 - Membership update
 - Dues structure
 - Categories on the website
 - Ambassador club update
 - d. Executive Director – Laura
 - Wayzata Strategic Plan – handouts available
 - Advertising with Lake Mtka Mag – do we want the same arrangement as last year?
 - Wells Fargo
6. Committee Reports & Updates
 - a. EDRC update & follow up actions by anyone present at the 3/3 mtg
 - b. Nominating recommendations (was tabled last mtg) --- Wolfson
7. Events & Programs
 - a. EFM checkin – updated vendor report – Laura
 - b. Luck o’ the Lake update--- Laura
 - c. Art on the Lake
 - d. 4th of July
8. Other Old Business – report on actions from the retreat
 - Michael (with Aaron and Betty)
 - Laura (with Joe, Angie and Bill D)
 - Betty (with Nate, Beth, Myra and Joe)
 - Gary (with Betty, Michael and Laura)
 - Tom (with Bill W and Gary)
9. New Business
10. Adjourn

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

- April 21
- May 19
- June 16
- July 14
- August 18
- Sept 15
- Oct 20
- Nov 17
- Dec 15

Upcoming 2015 Monthly Member Meetings

- Mar 19 – Lunch at Jake O’Connor’s
- Apr 17 – Person of the Year
- May 21 – Breakfast at Hazellewood
- Jun 18 – Lunch at Bayview
- Jul 16 – Lunch at Bayview
- Aug 20 – Breakfast at Hazellewood
- Sept 17 – Boat Cruise Paradise Charters
- Oct 15 – State of the Cities --- Southshore
- Nov 19 – Chamber Annual Meeting
- December 17 – Chamber Holiday Soiree

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ELMCC Monthly board meeting February
17, 2015

1. Call to order – Joe. 6:05pm.
2. Attendance – Bean, Lauer, Schwartz, Sluis, Stangler, Thompson, Wang, Damberg, Hotvet, Sorensen
3. Approval of Feb. Agenda. Lauer motioned. Thompson seconds.
4. Approval of Jan. 20 board meeting min. Sluis motioned. Bean seconds
**Stephanie from young professionals report for 2015 Excelsior Barrr crawl. June 20th. See attached.
5. Staff & Officer reports
 - a. President report – Joe covered next week’s agenda for retreat. Focus on book that we need to read. “The End of Membership as we know it.”
 - b. Financial – Sluis. On par with membership dues. In general on point compared to last year. Minimal credit card balance. Damberg motions approval. Stangler seconds.
 - c. Membership. Betty. \$10,000 dues in past month. New members continues to grow. Camp smile would like to have March 27th ribbon cutting. Betty ordered computer \$737.
 - d. Executive director. Laura.
 - i. Next work session is on farmer’s market, POY committee was developed. Ruehl, McGlasson, Zinn, Draayer, Wang, Bean
 - ii. MN Traveler – continues to follow up to see if we are interested. Board concerned that fox north may not be our target market. Cost is very high.
 - iii. ** see under #4
 - iv. Laura went to a conference and presented our annual report. Everyone was impressed. Laura was introduced to Student Director position idea. Could be a possible addition to honorary member of board. Board overall voiced that it was a great idea. Laura will continue to discuss with Erik Sill of Vantage program.
6. Committee Reports and Updates.

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- a. EDRC update. Lauer. Tom introduced our committee concept to group. EDRC overall concern was that they were not being heard. Felt separate from Board. Lauer suggests that we be more communicative in general and that more of us be present at monthly meetings. Lauer shared concerned EDRC had about nomination for board committee would like to be more involved in that process.
- b. Nomination recommendation. Tabled for next meeting.
7. Events and Programs. Laura.
 - a. EFM Check in. We are purchasing no parking signs.
 - b. Luck o the lake. Looking good projected net profit \$36333
 - c. Art on the Lake. June 13th and 14th. Laura passed out areas of need for board to sign up. Already has 130 applicants already.
 - d. Fourth of July. Working on sponsorships. Please keep your eyes and ears opened for possible companies. Need to target surrounding cities to help contribute.
8. n/a
9. New Business. Ann McIntosh – Community health talk. We would help provide her a space and help promote it.
 - a. Focus group. Julie and her husband will share info on March 3rd.
 - b. Sidewalk Dog would like to have a one time \$500 fee to make all businesses in town Side walk dog friendly. Suggestion, bring to March 3rd EDRC meeting.
 - c. Signage for outside of building. Suggestion is to have Betty revisit research she did on signage in the past.
 - d. Chamber Breakfast on Thursday. March 10th is our next board meeting.
10. Bean motions to adjourn. Thompson seconds. 7:56pm.