

# Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – May 19, 2015

1. 6 PM -- Call to order – Joe Schwartz
2. Attendance–Myra Wang
  - Bean
  - Damberg
  - Ezell
  - Lauer
  - Maloney
  - Schwartz
  - Sluis
  - Stangler
  - Thompson
  - Wang
  - Wolfson
3. Approval of May 18, Agenda
4. Approval of April 21, Regular board meeting minutes – see attached
5. Holiday Proposal – Mark Grap, Wells Fargo
6. Staff & Officer Reports
  - a. President – Schwartz
  - b. Financial – Sluis
  - c. Membership – Betty
    - Membership update
    - Dues structure
    - Categories on the website
    - Ambassador club update
    - New membership video application
  - d. Executive Director – Laura
    - Intern update
    - Annual Report
    - Summer schedule
    - Nice Ride
    - Excelsior City Council
  - e. Student Director, Tanner Podzimek
7. Committee Reports & Updates
  - Parking – Joe, Laura and Tom
  - Other?
8. Events & Programs
  - a. EFM – Laura
  - b. Art on the Lake – Bill Wolfson/Laura
  - c. 4<sup>th</sup> of July – Laura
  - d. Apple Day - Betty
9. 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)
10. New Business
11. Adjourn

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

- June 16
- July 14
- August 18
- Sept 15
- Oct 20
- Nov 17
- Dec 15

## Upcoming 2015 Monthly Member Meetings

- May 21 – Breakfast at Cast & Cru

- Jun 18 – Lunch at Bayview
- Jul 16 – Lunch at Bayview
- Aug 20 – Breakfast at Hazellewood

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- Sept 17 – Boat Cruise Paradise Charters
- Oct 15 – State of the Cities --- Southshore
- Nov 19 – Chamber Annual Meeting
- December 17 – Chamber Holiday Soiree

# Excelsior – Lake Minnetonka Chamber of Commerce

## Monthly Board Meeting – May 19, 2015

ELMCC Monthly Board Meeting  
Tuesday April 21, 2015

1. 6:02pm call to order – Joe Schwartz
2. Attendance- Damberg, Ezell, Lauer, Maloney, Schwartz, Sluis, Stangler, Wang, Hotvet, Sorensen, Thompson, Wolfson.
3. Approval of April 21 agenda. Adding Sturgis' assistant coming to film. Ezell will be presenting GNO budget. Damberg moves. Stangler 2nds.
4. Approval of March 10 board meeting minutes. Damberg moves. Ezell 2nds.
5. Intro to Student Director, Tanner Podzimek. Jr at Mtka. Role will attend meetings. Will get perspective.
6. Staff & Officer Reports
  - a. President – POY great event. Woodward met with Joe, continue to ask for more promotion of shopping and Holiday. She will come up with a proposal. Had lunch with Zerby, shared view of chamber. Concerned about make up of board. Be mindful of social media presence.
  - b. Financial – Sluis. Overall better than last year at this time. We are at the typical peak right now and hope to continue to increase. Net income trending higher than last year.
  - c. Membership – Betty. \$9,364 we are at a 46% increase than last year. Renewal dues are continuing to coming in. Had a meeting about levels of membership. Ambassador club continues to meet. Community guide coming out soon.
  - d. Executive Director – Laura. Working on editing map from City to add parking. Discussion occurred, talked about having city work on signage while we work on map. Parking work session occurred. Points of what steps can be taken to help resolve parking were discussed. Points will be shared at next board meeting.
    - Intern starting in May. Greta Larson.
    - Thoughts of having a chamber security seminar for businesses. Laura is working with SLMPD. Would like to have it in May.
    - Potential work session with Dave Baer who is working with Art on the Lake regarding Marketing. Owner of Spark Ideas. Would like to work with Chamber board in lieu of his membership dues.
    - Coffee and Computers. Monthly 3<sup>rd</sup> Thursday meeting. 1<sup>st</sup> day is April 30<sup>th</sup>. Help with social media.
    - Commons Concessions update: Joeleen with parks/rec commission, would like to have use for concessions throughout the year. Laura came up with idea of having Deca team up work with area. Damberg motions that Laura draft a letter to city to help support Deca and park/rec commission go through with project. Ezell seconds.
7. Committee Reports and Updates.
  - a. No major updates.
  - b. Nominating committee. Regarding treasure position. Committee decided to have Treasure elect versus a two year position.
8. Events and Programs
  - a. EFM first one is Tuesday May 5<sup>th</sup>. Need board volunteer to help next week mark curb for booths. Also needs to be a director of the week for EFM volunteers.
  - b. table
  - c. Art on the lake – working with boy scouts to make signage. Need board help to do director of the day at Art on the Lake. On sign up genius.
  - d. Fourth of July – Air show is in question. Wiskus isn't sure about covering of costs. Postcard mailing in the making for help in funding fireworks. No fishing contest.
9. Old business. Wolfson, Tom, Gary educating committee. Talking about surveying members/businesses of what they want in general from chamber. Came up with topics.

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10. New business.

- Nate and Betty talked with sign guy for chamber display outside. \$2329.70 estimate. Nate is donating man power to install light. Damberg motions for approval. Schwartz seconds.

- Discussed options for permanent home for Chamber. Our lease is up in 2017, September.

-Next member meeting at Cast and Cru for breakfast. May 21<sup>st</sup>.

- Crazy Days is July 16 – 18<sup>th</sup>.

-Chamber Happy Hour is May 6<sup>th</sup> Wednesday at 318 Café.

11. Damberg motioned to adjourn. Sluis seconds. 7:45pm.