

Excelsior – Lake Minnetonka Chamber of Commerce Monthly Board Meeting – November 17, 2015

1. 6:00 PM -- Call to order – Joe Schwartz
2. Attendance–Myra Wang
 - Bean
 - Damberg
 - Ezell
 - Lauer
 - Maloney
 - Schwartz
 - Sluis
 - Thompson
 - Wang
 - Wolfson
 - Podzimek – student dir.
3. Approval of November 17, 2015 Agenda
4. Approval of October 20, Regular board meeting minutes – see attached
5. 2016 YoPro event updates – Stephanie Weiss
6. Staff & Officer Reports
 - President – Schwartz
 - Event discussion – updated fees – see handout
 - Annual meeting agenda – see attached
 - Joint open house survey results – see attached
 - Financial – Sluis
 - Membership – Betty
 - Director – Laura
 - Open House Survey Results – see attached
 - CVB update with Wayzata – see attached
 - 2016 calendar – need approval
 - Student Director, Tanner Podzimek
7. Committee Reports & Updates
 - EDBG meeting report – Bill D.
 - Shorewood City Council meeting – Aaron
 - Tonka Bay City Council meeting - Laura
8. Events & Programs
 - Tonka Bay Beer and BBQ Fest – update – Laura, see attached
 - Excelsior Farmers’ Market – update
 - Holiday décor – Betty
9. New Business
10. Adjourn

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

- Dec 15

Upcoming 2015 Monthly Member Meetings

- Nov 19 – Chamber Annual Meeting
- December 17 – Chamber Holiday Soiree

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Excelsior –Lake Minnetonka Chamber of Commerce
Monthly board meeting – October 20, 2015

1. 6:00pm call to order Joe Schwartz
2. Attendance – Myra Wang. Bean, Damberg, Ezell, Maloney, Schwartz, Sluis, Thompson, Wang, Wolfson, Podzimek, Hotvet, and Sorensen
3. Approval of October 20th Agenda. Damberg motions. Bean seconds
4. (5). Deb Rodgers. Community for the Commons. Incorporated 501c3 in May. Board of 7. See attachment. Met with City to work closely with them. Jennifer Caron of council is liason. Mission is to plan and raise funds.
5. (4) Approval of September 15, Regular board meeting minutes. Damberg motions. Ezell seconds.
6. Staff and Officer Reports.
 - a. President – Schwartz
 - i. 9/21 meeting with city and open house.
 - ii. 9/29 work session report. Marketing. Overall there was a concern of website that was developed. There is a small board forming within EDRC that is interested in working with chamber. 2016 planning update. Joe makes a motion to make Lauer, Damberg, Sorensen, Ashley and Kelsey Berset the board members of the EDRC committee. Sluis seconds. Damberg motions that EDRC monthly meeting, Crazy Days, and GNO is given to the EDRC committee Wolfson seconds. Damberg and Joe motions to request that the board sends a letter to the city to request assistance for beautification of the city or come up with a compromise a solution. Bean seconds. Sluis – replies neh
 - iii. Holiday marketing/EDRC update.
 - b. Financial. Sluis. Overall inflated end of the year budget. Need to be cautious of budget because we will be hit with more expenses with Police and fire next year. Membership and overall events very positive. Mike was asked by Laura to investigate on possible fundraising effort called Text2Give. Open for discussion to pursue.
 - c. Membership. YTD. 44 new members. Total membership dues. \$71, 173. Apple Day overall was great. Looking to hotel brochure. Thompson shared a business that may be helpful for membership dues ACH style.
 - d. Director

EFM year end wrap up. One more week. Year end wrap up is upcoming. Joe recommends inviting Chamber members.

- i. Open house agenda. See attachment
- ii. Annual report update. Wrapping up. November 19th annual member meeting.
- iii. CVB (lodging tax) update with Wayzata – see attached. Wayzata wants to move forward to work together. All funds goes to marketing for Lake Minnetonka area. Looking for a board member to represent. Bill Wolfson offered to participate.

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- e. Tanner update. Snack Shack. Gave a presentation to city council, rotary, and park and rec. Overall events were most successful. Profit of \$3200. Part of the deca's share of profit will go towards assisting in sending international program. Exceeded city council's expectation and will support next year.
- 7. Committee Reports and Updates.
 - a. Nomination committee. 18 applicants. Stephanie Weiss and Matty O'Reilly are 2 recommendations. 3rd recommendations are one of the following... Chris Tietz, Doris Crawford, possibly Max, manager of Kowalski's. Damberg would like to make a motion to except the nomination committee's recommendations of Stephanie Weiss, Matty O'Reilly, and Chris Tietz to be on the proposed slate. Beth seconds. Wolfson will motion to ask Doris Crawford to be on the EDRC committee. Sluis seconds.
- 8. Events and Programs.
 - a. Tonka Bay Beer and BBQ Fest – see attached. August 13 1pm.
 - b. Holiday Marketing efforts. New banners made by David Baer, hoping to expand to Tonka bay and down excelsior blvd. Mark Grap would like to to complete wreath. Damberg motions to approve up to \$4100 based on budget for wreath project based on installing lights are those that are able to be lit. Wang seconds. Discussion occurred. 6 yes 2 neh
- 9. New business. Recommended by Chris to squash the foundation currently.
 - a. Chamber Happy Hour Karaoke and food from Ariana Bistro sponsored by Myra. 530pm at the Brewery.
- 10. Adjourn. Damberg motioned. Thompson second. 8:08pm.

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Wednesday, November 4, 2015

Excelsior-Lake Minnetonka Chamber of Commerce Board of Directors Notice of Annual Meeting

Excelsior-Lake Minnetonka Chamber of Commerce Board of Directors Notice of Annual Meeting

Official Notice of Board of Directors Nominees

The Excelsior-Lake Minnetonka Chamber of Commerce Board of Directors has approved the following slate for the 2016-2017 (2 year) Board of Directors to be voted on at the Annual Meeting on November 19, 2015 at 8:30 a.m. at the Chamber Office (37 Water Street).

The slate will be considered by the membership as a whole.

- Stephanie Weiss, Beacon Bank
- Chris Tietz, Baird
- Matthew O'Reilly, 318 Cafe
- Bill Wolfson - renewing
- Angie Bean - renewing

Members in good standing (paid members) are qualified to cast 1 vote per membership. If you are unable to attend the meeting, you may designate 1 proxy to vote in your place with your written notice.

Members may petition for a seat on the board and such petition must follow the by laws and be submitted to the Nominating Committee (or the Chamber office) within 10 days.

If no petition is filed within the designated period, the nominations shall be closed and the nominated slate of candidates will be presented at the annual meeting on November 19, 2015 at 8:30 a.m. at the Chamber Office, for approval. If a legal petition has been filed presenting additional candidate names, the names of all candidates shall be presented to the membership and the six candidates receiving the highest number of votes shall be elected.

Term information for current Chamber Board Members, all up for renewal in 2016:

- Aaron Thompson - middle of 2nd term
- Tom Lauer - middle of 2nd term
- Joe Schwartz - middle of 2nd term
- Mike Sluis - middle of 2nd term
- Myra Wang- middle of 2nd term
- Gary Ezell - middle of 1st term

Other business on the agenda of the Annual meeting:

- President's Report - Joe Schwartz
- Financial Report - Michael Sluis
- Membership Report - Betty Sorensen
- Annual Report distribution - Laura Hotvet
- New business

We hope you can make it to the Annual Meeting, coffee will be provided.

Respectfully submitted by the 2015 Nominating Committee, Aaron Thompson, Bill Wolfson, Angie Bean and Executive Director, Laura Hotvet

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2015 Joint Open House – Parking Feedback Form Results

- 23 forms completed as of 10/29/15

- 1) What alternative /multimodal transportation options would you like to see?
 - a. Bike lanes on roads
 - b. No bikes stenciled on sidewalks
 - c. Safe bicycle, good look, stands/places to lock bikes with nearby restrooms for out of town visitors
 - d. Access other resources for grants to pay for amenities
 - e. Bike parking near trail and water – to encourage people to take bikes and access downtown without car
 - f. More bike racks
 - g. Bikes
 - h. A hook up with southwest bus
 - i. Service many times a day
 - j. High speed train
 - k. More express buses – hard to get to/from downtown now
 - l. Light rail transit
 - m. Taxi for handicapped
 - n. Use school lots rather than residential streets
 - o. Shuttle for charter boat customers
 - p. Parking ram in west lot
 - q. Reserved resident only parking on 1st, 2nd and 3rd streets
 - r. Bike lanes
- 2) What type of amenities related to transportation oriented development would you like to see?
 - a. Public bike racks
 - b. Clean bathrooms, nearby
 - c. Parking ramp would help – would gladly pay a parking ramp tax on purchases
 - d. Park and Ride with more frequent bus service
 - e. Ramp with shuttle to Water St.
 - f. Parking with ticket kiosks
 - g. Tear down existing city hall and build a second level tiered deck on property
 - h. Merge with Shorewood
 - i. Merge Shorewood and Excelsior Public Works and sell most of the property at 19 and Behrle – use proceeds to pay for parking facility
 - j. No parking meters
 - k. Parking fee added to existing special event permits
 - l. Street parking permits for the neighborhoods for long term parking
 - m. Foot traffic only on Water Street – no cars
 - n. Pay parking in a ramp
- 3) What do you think is the solution to our parking situation? Would you support parking meters? If so, where would you like to see them? If not, why?
 - a. Parking meters in back parking lots
 - b. Be careful not to spread meters too widely – don't want to spread parking to residential areas
 - c. Residential parking permits available for purchase if meters installed

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- d. Yes to meters – in front of maynards, and include payment for east and west lots
 - e. Yes, would love to see meters on water st. lake st, east and west lots and excelsior blvd
 - f. Loss of business for businesses if cannot fine parking, what is the real cost benefit from tourist boats?
How do they impact parking issues?
 - g. Parking structure in east lot – parking meters
 - h. Install parking ramps – use parking meters as a means to generate funding for parking ramps, not as funding for unrelated items. If meters are used, put on all streets ,but leave some unmetered spots in back logs. Also provide 5 or 10 minute free parking for quick pick ups in shops
 - i. Attendant service for parking (like Wayzata)
 - j. Collect fees for parking lots on big event days that draws many out of town visitors
 - k. Restripe parking lots and add stripes to residential streets
 - l. Raise liquor and tap room licenses to offset parking first
 - m. Why do owners and employees park in prime parking sites? All employees should be parking off site
 - n. No parking meters
 - o. Use old library space for a parking ramp, public bathrooms, approaches to 2 – 3 decks
 - p. No parking meters – it will frustrate customers
 - q. Yes to meters – in the public areas
 - r. Ramps!
 - s. No parking meters – too hard on our retailers
 - t. Please build a parking tri level
 - u. Don't support parking meters on main street or city lots
 - v. Change how the city assesses current businesses on their usage of the 2 municipal lots – not all are charged the same rates for use of these lots
 - w. No meters – free ramps
 - x. Meters push people to park in residential areas
 - y. Parking meters in east and west lots – not on water st
 - z. Upgraded meters on lake st. and more parking spots
- 4) What are your main concerns with our current parking situation in the downtown business district?
- a. Cruise boat customers use lots and they leave the area to go on the lake
 - b. We have reached maximum capacity of what our city can handle – what is the city capable of dealing with in areas of growth and traffic?
 - c. Tour Boats need to communicate event/parking issues to their customers with maps or other ways
 - d. People will use residential streets to avoid paying for parking
 - e. We're missing a huge opportunity for revenue – we all enjoy Excelsior – everyone should pay to support it
 - f. Lack of downtown parking drives people into to the neighborhoods, we need large free parking similar to Edina and Wayzata
 - g. Safety – people are vying for parking spaces – fender benders and people hit, people avoid Excelsior because of the parking = bad for retailers
 - h. Parking is totally inadequate numerous studies have been done – take aggressive action
 - i. Too much signage – 2 hour parking
 - j. There isn't enough parking and you'll kill the shop and restaurant owners making them pay for it

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- k. Only concerned about parking in evenings
 - l. Not enough parking
 - m. Dangerous to mix so much foot traffic with cars
 - n. Metered parking will push parking to residences
 - o. As the city grows, more revenue could be generated with a parking ramp or pay meters in east/west lots
 - p. A parking ramp somewhere.
 - q. Pedestrian friendly water st. closed to vehicles from 3rd to lake/port
 - r. Build a ramp, enforce always, parking fees should vary depending on season, event days, etc.
 - s. Add quite a bit more parking spaces (150 – 200) no bandaids
- 5) What type of parking information (signage, maps, online maps, etc.) would you find helpful?
- a. Better signage
 - b. Online maps in addition to signage clearly indicating available locations – esp when lots aren't always available
 - c. Street signs showing parking areas
 - d. Consider ramps with ground level parking with retail or housing above, similar to Wayzata
 - e. Use vacant areas in/around town to install ramps
 - f. Restripe all streets
 - g. Consistent hourly rates – signage improved
 - h. More signage in lots
 - i. Parking maps
 - j. A few more handicapped areas
 - k. Map on website
 - l. Kiosk on water street outlining cars and people only areas
- 6) Share other thoughts you have regarding parking in the downtown business district:
- a. Designate handicapped parking areas

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Tonka Bay BBQ & Beer Fest – Estimated budget numbers

Class	Vendor type	Contact	Contact name	Phone	Email	Budget
EXPENSES						
	tent/tables	A1 Rental				\$6,000.00
	stage	Ultimate Events				\$1,750.00
	power	rjohnson				\$2,500.00
	permits	city of tonka bay				\$600.00
	insurance					\$600.00
	biffys	biffs inc				\$500.00
	garbage	republic				\$500.00
	recycling	athc				\$400.00
	marketing					\$2,000.00
	entertainment					\$1,500.00
	sound	sound sisters				\$1,000.00
	clean up	tasks				\$1,000.00
	safety	SLMPD				\$1,200.00
	radio					\$150.00
	prize					\$10,000.00
	golf carts					\$200.00
	beer stipend (20 @ \$250)					\$5000.00
sub total expenses						\$34,900.00
REVENUE						
Contest Registrations	30 teams at \$300 each					\$9,000.00
Sponsors	Title - \$3250/\$3000					\$3,250.00
	Level 1 - \$1200/\$1000					\$3,600.00
	Level 2 - \$750/\$500					\$1,500.00
Food Vendors	\$350 each					\$2,100.00
Beer fest tickets	500 at \$35					\$17,500.00
Merch	\$200 at 15					\$3,000.00
sub total revenue						\$39,950.00
Estimated net profit						\$5,050.00