

ARLINGTON CHAMBER OF COMMERCE

Minutes of the September 11, 2017 General Meeting

- **Present:** The following members and guests were present: Tiffany Brockhoff, Derek Hahn, Kurt Menk, Bob Thomes, Amy Newsom, Wendell Terlinden, Matt Nelson, Justin Davis, Greg Goblirsch, Leah Prah, Lyle Rud, Guest Speaker Neil Linscheid
- **Meeting Minutes:** August minutes reviewed with one correction and approved.
- **Treasurer's Report:** Kevin was not present but review of Financials was presented by Leah. It was reported that the General Checking has around \$11,000, Arlington Dollar account has \$7,000 and the Money Market account has around \$21,000. Total income YTD was \$12,000 with YTD expenses around \$16,000. These numbers were had a difference partly due to Arli-Dazzle expenses coming through beginning of the year and the Spring into Arlington.
- **Arli-Dazzle Festivities:** Leah said that everything is pretty much right on track with the exception of the Labor Day Launch letters which haven't gone out yet. They are anticipated to go out this week. At the last meeting logistics such as traffic safety, parade route, and the new Christmas Market were brought up. The Christmas Market which will be held in the Methodist Church parking lot will house up to 60 vendors. Scott Sorenson is also looking for additional volunteers to help out the day of the event.
- **Breakfast on the Farm:** Tiffany reported that there will be an ad placed looking for hosts for the 2018 location. If nobody offers, the Committee will look into the Fairgrounds again.
- **Fright Night:** Pam was not present. However, Leah reported that the next meeting is being held September 19th at 5:30 PM at the Arlington Haus. She did report though that volunteers are needed and that the committee is asking the Chamber for \$1000 for expenses of the event. A motion was made and approved for this donation.
- **Farmers Market:** Julianne Shaw was not present. However, it was reported that things are going well. There are 3 markets left for the season including the HOP program-sponsored night.
- **Chamber Banquet:** Nothing new to report.
- **Spring into Arlington:** Nothing new to report.
- **Chamber Night at the Ball Park:** There were a few concerns addressed about local businesses and individuals being approached for donations and not used or that the approach was not appropriate. Since the Chamber donates \$100 in Arlington Dollars, the Chamber decided that this event will not solicit for donations and only the Arlington Dollars will be used for prizes.
- **Chamber Website/Facebook:** A suggestion was made that all logos on either of the pages were not matching and would be brought up to code.
- **Grant Committee:** The Grant Committee has met already three times in efforts to get the grant submitted in a timely manner. The only concern that was found was the current Chamber website is outdated and that there is currently no access for the Chamber to make any changes without going through the web designer. With the process of applying for this grant it was found that it also is not mobile-friendly in which our website's condition presently could impact our

grant approval. The Committee has reached out to Mike Feterl who is willing to help create a new website that will be up-to-date along with being mobile-friendly. His charge would be \$30/hr. with a maximum of \$500. Derek had called around to find out rates on other sources and found that it would run up to \$4500. A motion was made and approved to accept the Chamber's and Grant Committee's proposal to hire Mike Feterl for no more than \$500 to create the new website. This will also allow Committee members and Board members the easy access of making changes at any time rather than waiting for a third party to make those changes. The Grant Committee will merge into the Marketing Committee as only one is needed. However, any existing Marketing Committee members will be contacted with the changes.

- **Officer Nomination/Nomination Committee:** Leah is looking for a Committee to be formed that would solely be a recruiting team in efforts to get officer positions filled in a timely matter. With this Committee's help, positions would be voted on somewhere around November each year to ensure each seat is filled by the New Year. This Committee would start with getting a job description from Leah on each of the President's and Vice-President's duties to ensure, when recruiting, the candidate is aware of the role. They would also speak with each Event Committee Chair/Co-Chair to ensure their position will remain. A Committee was formed including Derek Hahn, Tiffany Brockhoff, and Lyle Rud.
- **Guest Speaker:** Neil Linscheid, Educator for U of M Extension office, spoke about marketing in rural areas. This is a community economic team through the Extension office. They learn how to use best practices in community development. His office is in St. Cloud, but he travels throughout southern MN. There is presently a grant through the USDA to study what different communities are doing in each of the phases. These phases are how to get people engaged, identifying places where to make changes, and what struggles were had when moving into a rural area. Facilitators are asked to recruit ten people to meet four times a year. The efforts of these teams are to coordinate and plan what each community has to offer and what they can do to help them not struggle when moving into a new town. The costs of these programs for the communities are \$1750 which includes materials and mileage. The grant covers his time allocated to the project.

***Next meeting October 9th, 2017- Noon at EMS Building**