

York Chamber of Commerce
Board of Director's Meeting
Wednesday April 17, 2019
Kilgore Memorial Library

In attendance: Madonna Mogul, Rhonda Veleba, Hannah Miller, Taylor O'Brien (chamber intern), Nick DiToro (guest), Connie Bolte, Joe Frei, Shawn Brown, Tracy Travis, Jill Aherns, Blake Burgess, Bob Sautter, Lisa Hurley, Don Swanson, Sue Ann Romohr, Jill Koch, Bre Ronne.

Meeting called to order by Swanson at 12:03PM. Introductions were made by Aherns and Burgess. Mogul welcomed the newest board member Tracy Travis to the meeting.

Review of Minutes: Hurley motioned to approve, Koch seconded. All ayes, motion carried.

Review of Financials: Mogul provided an explanation on the financials. Burgess motioned to approve, Brown seconded. All ayes, motion carried.

Bureau Reports: Pieper, Cloninger, Hoffman and Graham were not present to give their reports. Burgess talked with some businesses but there wasn't anything noteworthy.

Ambassador Report: Nothing to report.

Young Professionals Report: Nothing to report.

Member Services Director Report: See attached written report.

Marketing/Event Coordinator Report: See attached written report.

Executive Director: See attached written report.

New Business: York Chamber of Commerce's intern, Taylor O'Brien, provided a presentation on her internship projects. Mogul thanked her for her contributions to the chamber and wished her luck in her future plans.

Swanson and Mogul led the Board Orientation and introduced the Board of Directors Reference Guide handed out to all board members.

Meeting adjourned at 1:12PM by Romohr.

Next Board of Director Meeting will be May 15, TBD

Submitted by Hannah Miller

- Staff Report
 - Sip & Stroll 2019
 - 55 businesses participating at 46 locations
 - York Parks and Recreation and Kilgore Memorial Library are offering Children Activities during Sip & Stroll, \$5/child
 - J&R Heating is sponsoring a Trolley and Penners is sponsoring two golf carts to transport people along the Stroll

 - National Small Business Week
 - May 6-10
 - social media marketing campaign featuring daily videos of local small businesses
 - Weekly activities such as discounted coffee at Captain Red Beards and Business After Hours event
 - Chamber and YCDC will be visiting as many small businesses as possible on Thursday, May 9 to thank them

 - Flavors of York, Leadership York Fundraiser
 - Final numbers....

Submitted by Rhonda Veleba

Lunch and Learn April 30, 2019

- Promotion on social media for Personal Leadership L&L
- Collecting RSVPs

Sip & Stroll May 2, 2019

- Designed, ordered and distributed posters for S&S throughout York
- Created ads for YNT to promote event
- Designing a map for attendees of participating locations

Small Business Week May 6-10, 2019

- Creating ads for YNT to promote event

Chamber Golf Tournament June 14, 2019

- Met with committee to discuss changes and additions to this year's golf tournament
 - Teeing off time, food offerings and distribution, matching teams up, team reminders, and golf carts

Firecracker Frenzy July 3, 2019

- Sent email to all chamber businesses requesting fundraising efforts
 - Heard back from about 10 wanting to help with a cash donation or host a donations box at their business
- Created and ordered postcards to mail to all various entities in the York community

Yorkfest September 5 – 8, 2019

- Designing Yorkfest's Tshirt with ArtFx
- Updating registrations and drafting event recruitment communications
- Held event specific meetings over past week
 - Royalty - Discussed nominations and voting process as well as Royalty Yorkfest events for 2019
 - Neon at Nite – Planned for the run during the Friday night of Yorkfest and split to-do's
 - Alumni Band – NEW ADDITION for parade! Brainstormed logistics with alumni band director volunteer

Ag Expo January 9 & 10, 2020

- Compiled and organized a past exhibitors list for Ag Expo Committee members to follow up with for sponsorships and registrations
- Sent emails to potential and past exhibitors about registering for 2020's Ag Expo
- Restructuring the "feel" of the next expo due to the flooding in majority of Nebraska

Submitted by Hannah Miller

Director's Report For April 2019

Sip & Stroll – Thrilled with all of the excitement generated throughout the downtown and community. Rhonda has worked through and shared the execution schedule with all of us here at the office. I have prepared and recorded scripts for the movie theatre and radio.

Golf Tournament – Have had meetings with Tony North and Barry Redfern and was provided good direction. The tournament is full now. I have visited with Bill at the pro shop and he is looking forward to working with us on the tournament.

Firecracker Frenzy – I plan to do a follow-up note to the membership to see if they wanted to host a donation box or do a register round up campaign for frenzy.

Yorkfest – Hannah has been setting meeting with the various groups hosting Yorkfest activities. These have been so helpful as we evaluate what has been sponsored so far and what else may be needed.

Save Our Town takeaways – I appreciated Lisa Hurley asking us to sit in on as many sessions as we were able to. I came away with some very constructive ideas. We have made a few visual adjustments to the website and chamber chat as a way to work towards accommodation. Deb Robertson with Kilgore Memorial Library researched a possible "community calendar" option. She hosted a great information session and I was able to ask our web developers if this could be embedded on our site. It can but we will have a little different look. I would hope to have this live on our site soon.

DTR and Signage Ordinances – I met with the DTR Committee (Rhonda, Lisa Hurley and Joe Frei) about pursuing the next phase of the DTR grant. We were all in favor of doing so. Joe shared our intentions with the City Council and the plan was well received. In addition, our committee spoke about advocating to the city to look into adjusting the sign ordinances to accommodate vertical signage. I will be researching "like city" ordinances to assist in the process.

Submitted by Madonna Mogul