

York Chamber of Commerce
Board of Director's Meeting
Wednesday August 21, 2019
York Country Club Conference Room

In attendance: Hannah Miller, Rhonda Veleba, Madonna Mogul, John Sozio, Sue Ann Romohr, Tod Riley, Bre Ronne, Pepper Papineau, Blake Burgess, Mitch Bartholomew, Allison Graham, Jill Koch, Bob Sautter, Don Swanson, Kristy Pieper,

Meeting called to order by Swanson at 12:10pm.

Review of Minutes: Romohr motioned to approve, Riley seconded. All ayes, motion carried.

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

Bureau Reports: Bureau 2 – Connie Bolte and Bre Ronne. Bolte was absent from the meeting. Ronne hasn't had time to connect with her bureau, therefore nothing to report.

Reports:

Ambassador- Mogul shared that Ambassador visits were last week and there is a sign-up sheet going around for Yorkfest volunteers. Two ambassador nominations have been brought forward.

Young Professionals – Papineau stated that at the end of September is the Young Nebraskans week. YP will have Christi Lones for their Tuesday talk, Lattes with Leaders, on September 24 and will also host an NPR podcast on Thursday September 26 at Chances R. Papineau reported that within the last month, YP has had 6 new members join.

Member Services Director – See attached written report.

Marketing/Event Coordinator - See attached written report.

Executive Director – See attached written report.

Round Table Discussions – Swanson gave the reasoning behind this new discussion style. The board of directors took 10-15 minutes to talk in small groups consisting of one executive board member and reported back to the group.

Swanson asked that YCDC send out their recent "white paper" statement to the board.

Romohr thanked Bartholomew for the teacher-volunteering throughout the community last week for the start of school year.

Meeting adjourned at 1:08pm by Swanson.

Next Board of Director Meeting will be September 18, TBD

Submitted by Hannah Miller

MARKETING/EVENTS COORDINATOR

Yorkfest September 5 – 8, 2019

- Compiling and organizing event registrations and t-shirt orders
- Met with City of York departments to discuss street closures, parking, and finalize the downtown events locations
- Finalized Yorkfest booklet with YNT
- Created YNT ads and other publications for Yorkfest
- Delivered posters to businesses in downtown area.
- Held meetings with businesses involved in the execution of the Neon at Nite, Husker Watch Party and Concert events to discuss logistics
- Pushing Yorkfest events on facebook

Lunch and Learn October 2019

- Designing the flyer for this lunch and learn on Positive Work Environment. October 22, 2019

Ag Expo January 9 & 10, 2020

- Currently have 28 exhibitors (2 Corporate Sponsorships and 2 Silvers).
- Answering inquiry calls and taking registrations.
- Will set up a committee meeting for after Yorkfest

Home & Garden Show February 14 & 15, 2020

- Currently have 36 exhibitors
- Answering inquiry calls and taking registrations.
- Added the exhibitor list to our website

York Branding & Signage

- Met as a group on July 23 for more discussion and brainstorming. We've been in discussion with Nick DiToro at York College about the possibility of collaborating with them to utilize business interns and their PBL leadership group to get this idea up and going.

Submitted by Hannah Miller 8/15/19

Madonna Mogul

From: Rhonda Veleba <rhondav@yorkchamber.org>
Sent: Thursday, July 11, 2019 9:51 AM
To: 'Madonna Mogul'
Subject: Member Services Update for Board Meeting

Farmers Market: Every Thursday, 5-7pm at Kilgore Memorial Library south lawn. Vendors and shoppers are excited and happy regarding this year's location. The library has been very welcoming and excited to partner with us on this event.

New Yorkfest Shopping Event: Friday, September 6 there will be a Chili Cookoff event at local retailers. Businesses are asked to prepare chili for sampling and offer water/tea. The Chamber will provide sample cups, spoons and napkins. We'll also provide voting cards and an incentive to shop. Participants can vote for their favorite Chili and return score cards to the Chamber. For every \$10 spent at participating businesses (on that day, during event hours), participants will be entered to win a prize. Scoring of chili will be on a scale of 1-5 on flavor, heat, appearance, and creativity.

Downtown Ridgeline Lighting: York's ridgeline lighting has been illuminating our downtown for the past seven years. This unique feature has been envied by other communities our size and has larger cities asking how to replicate. With the excitement of the façade improvements downtown, the topic of lighting has been brought up numerous times among business owners. The current lights have endured a lot of wear and tear the past seven years. Each year, more time and money has been needed to make repairs. The Chamber has received a quote to replace with new, higher efficient bulbs and longer lasting. I asked the business owners, via email, how they would like us to move forward with replacing the lights. Twenty businesses responded:

- 10 – would like lights replaced per contractor/chamber budget and timeline
- 3 – replaced with a more aggressive timeline with business participating financially
- 1 – remove the lights and do not replace
- 4 – selected Chamber budget OR business participants
- 2 – select Chamber budget or remove entirely

I will be speaking at the Governor's Economic Development on July 17, on behalf of Connecting Young Nebraskans. My second session I'm presenting is regarding York Young Professionals and how the group started following the 2016 CYN Summit in York. I'm excited for this opportunity to showcase our local group on a statewide level.

Rhonda Veleba
Member Services Director
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Directors Report, August 2019

Balloon Days was overall a successful day. There was quite a bit of foot traffic throughout town. Some Retailers had commented they appreciated the intentional placement of the ESI Students and the water fight downtown. They did ask us to review a few other components of the day and to visit with organizers about different strategies. Those communications have started.

Yorkfest is really coming together nicely. We have met with just about all the groups that are hosting events. YPS assisted us in decorating and putting together materials. We are really ramping up our marketing now that the fair is over.

York College Student/Staff welcoming has taken place over the last few weeks. I have been in the registration line talking with parents and students alike. I have highlighted the services and shopping that students have right at their fingertips. I was given the opportunity to present to the faculty and staff at their fall workshops where I impressed upon them that every citizen of York is an asset to the community and I asked them to help us get that message to the students by asking students to join faculty/staff at community events or to dine/shop in town.

The Global Leadership Summit was hosted by York College in August and the entire Chamber Staff attended the two-day summit. There were some wonderful takeaways for myself personally and I feel the staff felt the benefits as well. Thank you for allowing all of us to attend this event.

Downtown Revitalization current phase is wrapping up very quickly. I have been working with SENDD to prepare the application for the next phase. The grant is for the City and our office has been assisting with the administration of it.

NCCE Conference will be in September. I will be attending the two-day conference in Fremont, Nebraska.