

York Chamber of Commerce
Board of Director's Meeting
Wednesday July 17, 2019
York Country Club Conference Room

In attendance: Madonna Mogul, Hannah Miller, Bob Sautter, Sue Ann Romohr, Mike Cloninger, Joe Frei, Tracy Travis, Jill Ahrens, Kristy Pieper, Carrie Colburn, Xann Linhart, Gene Curtis, Mitch Bartholomew, Todd Kirshenbaum, Alison Graham.

Meeting called to order by Colburn at 12:07pm.

Review of Minutes: Kirshenbaum motioned to approve, Pieper seconded. All ayes, motion carried.

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

Bureau Reports: Bureau 3 – Tracy Travis and John Sozio; Bureau 6 – Tanya Crawford and Xann Linhart. Linhart reported that she doesn't hear a lot of information from her non-profit/governmental bureau and had nothing to report. Travis had nothing to report and asked for further clarification on what they are to do for this. Explanation was provided by Colburn and Mogul.

New Business:

Formation of Firecracker Frenzy Committee – Mogul provided a report on how Firecracker Frenzy event went. She also pointed out that we will be about \$7,700 short of the cost to put on the fireworks show. The account continues to deplete each year and we'd like to see a committee formed to help with fundraising efforts throughout the year as Firecracker Frenzy is seen as a Quality of Life event for the York community. Kirshenbaum volunteered to head this committee and find members.

Research Cost for Text Notification Plans – Mogul explained the reason behind needing this and she is currently getting quotes. Cloninger and Bartholomew shared their positive experiences with it in their workplaces.

Reports:

Ambassador- Kirshenbaum shared that Ambassador visits are tomorrow. They will visit the ESI camp students, Peterson's Petal Company, Shotaski and Associates, and Life Unpredictable Photography. Romohr and Kirshenbaum continue to work on their at-home business event.

Young Professionals – Mogul shared that YP had a social last Friday at the Bergs home. They are also working on their beer event in October. And YP also has two events going on July 30 for speaker events.

Member Services Director – See attached written report.

Marketing/Event Coordinator - See attached written report.

Executive Director – Mogul gave a Yorkfest update for Saturday events (Husker Watch Party and the Concert) and a new event for Sunday (golf tournament). Mogul gave an update on the Downtown Revitalization project and shared a handout on that to show the numbers associated with this project.

York College Night will now be the “Panther Prowl”. It will be a daytime event held August 22 in downtown York.

Old Business:

Reference Guide Discussion – tabled to next meeting.

Other: Bartholomew shared about Back to School night on August 22 at East Hill Park. They are up to 27 vendors and he encouraged to send vendors their way. Bartholomew also shared that YPS is partnering with various businesses and organizations for new employee staff to volunteer in the community to get to know the businesses from 1:30-3:30pm August 12.

Cloninger shared that Champion Homes will have their fall show and open house on October 19 10:00am-3:00pm for their employees’ families to come tour but York chamber board members are welcome as well. He also shared that Champion Homes has their big grill that others can use. Champion Homes also had their best quarter ever and was recognized corporately.

Meeting adjourned at 1:07pm by Colburn.

Next Board of Director Meeting will be August 21, TBD

Submitted by Hannah Miller

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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MARKETING/EVENTS COORDINATOR

Balloon Days July 19 & 20, 2019

- Created flyers for distribution
- Took flyers to businesses, daycares, and schools
- Social media posts for the events taking place on Balloon Days

Lunch and Learn July 2019

- Collecting RSVP's and will execute the logistics on July 23

Yorkfest September 5 – 8, 2019

- Designing Yorkfest's Tshirt with ArtFx
- Recruiting for the alumni band via social media and the newspaper
- Compiling and organizing event registrations
- Met with York Police Dept and Public Works Dept to discuss street closures, band parking, and where to station downtown events
- Firmed up event commitments with sponsoring businesses/organizations to set the schedule
- Sent Yorkfest schedule and sponsors to YNT to create draft of the booklet
- Ordered promo items for Yorkfest

Ag Expo January 9 & 10, 2020

- Currently have 28 exhibitors (2 Corporate Sponsorships and 2 Silvers).
- Updated the exhibitor list on the website
- Sent another follow-up email to potential exhibitors/sponsors

Home & Garden Show February 14 & 15, 2020

- Updated the website with the current registration and dates
- Added the exhibitor list to our website

York Branding & Signage

- Coordinated a meeting with the Chamber and 3 community persons to brainstorm about signage throughout the city of York. Great discussion and ideas! Will meet again on June 23.

Submitted by Hannah Miller 7/10/19