

OREGON AREA CHAMBER OF COMMERCE

Board Meeting Minutes

Thursday, October 2, 2008 8:00AM-9:05AM

Oregon Family Restaurant, 768 North Main Street

Board Members Present: Aaron Ingham, Dave Mastos, Steve Peotter, Chris Venden, Renee Ackerman, Brett Davis

Board Members Absent: Jason Johns, Lisa Kersten, Barb Mulcahy, Dan Bertelson

Staff Present: Marechiel Santos-Lang

1. Meeting called to order by Vice President, Aaron Ingham, at 8:09 am.
2. Approval of 9/4/08 BOD Meeting Minutes: Motion by Dave Mastos, seconded by Steve Peotter.
3. Golf Outing Update by Steve Peotter – The outing was a success. Same results financially as 2006. Budget was \$2200, we hit \$3800. Still a few small expenses outstanding. Dave Mastos suggested that we have an open timeframe for networking, prior to lunch. There weren't a lot of Chamber members golfing and thought more people would attend the dinner. A suggestion was made that we should have made an announcement about the raffle, for the dinner attendees; and have the speaker closer to the crowd. The Legend provided a free one-hour, happy hour. More people stayed for the dinner this year. The venue was conducive for people to talk. Marechiel will check in with Legend's, and thank them.
4. Tourism Meetings – Marechiel indicated that they came up with 3 things that we should focus on: Developing a brand, bringing more Businesses to Oregon, and forming a team to work on it. The Village President approached Marechiel about approaching the village as a funding source. We were waiting for the Room tax, but that won't be until next year. Marechiel met with Steve Staton and asked him what he sees the Chamber's role as. She will be meeting with him again and Mike Gracz next week to discuss further. The informal meeting will be next Wednesday at 1:00; the discussion will be about how to partner with the Village. It has been expressed that the Chamber wants to be in the Village' 2009 budget. Marechiel invited board members to attend the meeting with.
5. Business Expo, by Marechiel/Chris Venden. We mailed out over 350 invitations, and will divide committee members to call and solicit people to participate and attend. We have 7-8 vendors already. It will be at Gorman's, (the Red Brick). We are encouraging restaurants for food samples \$1/each, wine and beer tasting. Cost is \$25 for Chamber members, \$35 for Non Members.
6. Oregon Holidays – Marechiel reported for Lisa Kersten – The goal is to create a buzz during the holidays, make things an all-inclusive sales and marketing awareness campaign throughout Oregon. The event will be on Friday evening and Saturday, December 12 & 13; there will be horse parade, horse carriage ride, a tree lighting ceremony commemorating the completion of phase 1 of the downtown construction. The goal is to increase consumer traffic locally. There will be a traveling Santa. The Chamber's job is to coordinate the event. There will be a big basket/prize "thank you" giveaway raffle for business patrons. Marechiel will talk to Marty Verhelst, marry this event with their event, and cross-promote it.
7. Other committee updates: Annual Dinner – Brett was looking at setting the date soon, looking at the end of January. The Board discussed that the money component may be difficult for members to pay for the event and to pay dues as well. Possible theme is a Casino night. The President's

reception was a good idea last year, and we'll probably incorporate again. Brett needs theme ideas. It will be at Hawthorn's. We will have the Awards, and review of annual events of the Chamber. Cable Access will be a good idea; Mark Miller's Power Point presentation was great and should be done again.

8. ED Report by Marechiel – SEE handouts. The office is currently limiting overtime for staff. The office has been functioning as a “marketing arm” for businesses, which is very beneficial for members. The upcoming Board Planning Meeting will be at Stony Hill Drive, October 9th for entire meeting. Marechiel interviewed some potential members and Aaron Ingham announced that the VFW voted to become a Chamber member. We are paying \$100 for the room at Stony Hill, and trading the rest for membership. Usual half day rental fee is \$600.00 Marechiel reported that we have a website for the Member Expo. The Golf Website will stay up for a while and will show pictures of the event as well.
9. Chamber Operations by Renee Ackerman - Finances are very short. The Community Guide may bring in more revenue by the end of the year. It's never been a money maker, but it does have potential. Marechiel recommended marketing each page, adding value into it. We moved the Summer Fest reserve CD to the checking account. We need about \$12k-\$18k. We were down \$20K from budget and need \$20k by the end of the year. The Chamber will have to tap into the line of credit. We will have member renewals in January 2009. We will need to make adjustments for next year, we have no choice. With the Community guide we will have to price it well, and market with a broader distribution and higher quality. We can't lose money on this project.
10. Other Items: Smoke-Free workplace, can't wait for the State to enact it. The Village may promote it, and ask the Chamber support it.
11. Downtown Construction money – Marechiel explained that when we asked for money to support it, it was to be a combination from Village, Chamber and businesses. We have passed along some invoices to the Village for \$6k, and the Chamber has only spent \$1500 so far. The businesses would like to spend money at the end. Plan to spend it when we are close to completion. Marechiel suggested that we tie it into the holiday celebration. It's in the CD, already accounted for. Steve Peotter suggested doing a survey to businesses to see how they would like the Chamber to spend the money on marketing. Ads, mailings, bill boards, etc. So the Chamber is doing what the businesses want. It was recommended that the Chamber reimburse the Village for the Chamber's portion.
12. Board Planning at Stony Hill Farm – The meeting will be from 7:30 to 11:00, with an optional lunch. Marechiel will send out an outline early to start with, and a draft agenda. The BOD will compare results of last year to this year, have financial discussions and plan the direction and expectations for 2009. The Finance Committee will meet prior to the planning meeting, to prepare. Coffee and bagels will be provided.
13. Meeting adjourned at 9:40 a.m. Motion made by Steve Peotter and seconded by Dave Mastos.