

**Elizabethtown Area Chamber of Commerce**

Board of Directors Meeting

March 14, 2019

Minutes

Attendance: Matt Denlinger, Debbie Dupler, John Yoder, Toni Tice, Keith Yocum, Heather Hohenwarter, Tina Lutter, Glen Bootay, Caroline Lalvani, Michele Balliet , Kevin Dolan, Gail Shane, Bob Enck, Greg Grogan; Frank Disori

Absent: Toni Tice, Neil Ketchum; Emily Drobknock; Denise Thompson

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Call to Order—Tina Lutter

Executive Committee Report – Tina Lutter

- Read the letter of resignation of John Snowden
- Recommend Tina Lutter as President – motion by Kevin; seconded by John Yoder. Motion passed.

Approval of February 14, 2019 Minutes- moved by Michele Balliet; seconded by Matt Denlinger. Motion passed unanimously.

Approval of Treasurer’s Report

- Income statement- there was a coding error on lines 4018 and 4019 (\$1451.00 from 4018. and credited to line 4019. ( \$7790.00 + 1451.00= total over \$9000.00)
- Approved \$1000.00 from last meeting was not credited to misc. expenses. Will correct by next meeting.
- Moved with corrections by Bob Enck and seconded by Kevin Dolan. Motion approved.

Old Business—none

New Business

- ERTA extension- history was read by Heather Hohenwarter. Chamber identifies properties; Borough has ordinances; chamber takes to the school district and county for approval
- Order of operation: borough passes ordinance; school district passes resolution; county passes their resolution
  - Action needed:
    - Does the board recommend a continuation of the ordinance?
    - If so, are there other properties to include or delete:
      - Current properties in the LERTA
      - 28 South Market Street
      - 206 South Market Street
      - 18 North Market Street

Question: What happens if it expires? A delay in any application would occur if applied while expired. During the time allocated for an approved LERTA – no changes can be made.

Any application would be active once it gets reinstated.

Comment: Greg Grogan talked about the northwest corner of Market and High Street (which includes the Moose building, Lehman News and jewelry store going back to Good Burrito) to add to the LERTA.

Comment: Bob Enck- Could we consider the corner Market and Washington as well for a LERTA?

Comment: John Yoder- Need to look at commercial properties that are struggling for renovations and businesses.

Motion: Bob Enck- moved to approve an extension of the LERTA with the inclusion of parcels identified at the northwest corner of Market Street and corner of Market and Washington (with Greg Grogan identifying parcel numbers). John Yoder seconded the motion. Motion approved. Kevin Dolan abstained from the vote.

- Executive Director's Report – Heather Hohenwarter
  - Big picture focus
    - Annual celebration- SOLD OUT
      - Will be a great experience
      - Will allow chamber to better brand itself
      - Great opportunity to share the story of the Chamber
    - Budget planning- 2019/2020
      - Working with Matt to start budget planning
      - Marketing Grant review
        - Reviewed the scope of the grant and gave an update on what we have accomplished and what we have spent
        - Banners and Budget – review of all the banners created
        - Collateral design and production- showed examples of stationary; brochures; member benefits, invitations, etc. Canva subscription
        - Business Resource Software
          - Job Board and Events software on the Website
        - Logo development- Chamber and Christmas TreeEtown
        - Social Media Advertising- Sycamore Square; Tiny Estates, etc.
        - Video/social spot/photography- video and photos shared
        - Website Enhancement- we have updated chamber and Christmas TreeEtown
        - Grant: \$25,000. Remaining is \$7,211. Spent \$17,788.
        - Marketing committee will look at how to utilize the remaining funds for the next year.
        - Question: Bob Enck- How are we using collateral?
          - Answer: Heather Hohenwarter- We use it for membership recruitment; sales promotions; drive traffic to the website; used as a community tool; use to drive to the resources; helps to promote who we are and what we do
        - Highlights from March
          - Luncheon at Nordstrom's—successful; sold out
          - School district has approached the speaker and is working with him as a resource to the theater

department at the schools. Matt suggested Michele's comments be used as a testimonial.

- Membership- have 5 new members
  - Adventure Sports in Hershey- New Escape room
  - Designs Unlimited- new business for Matt Denlinger
  - Krisko Financial Services- Intern brought in another new member
  - Go STEAM- Science and technology- camps and classes for kids
  - InkCredible Outcomes and Subterranean Spa- Cosmetic tattoo artists (scar camouflage, permanent cosmetics)
  - VersaPro- Concrete specialty services, Brad Alexander's new business
- Community Guide – updated and ready for print
- Areas of Opportunity
  - Partnerships and Collaboration
    - Met with Ex. Dir. Lebanon Valley Chamber
    - Met with Kim Strout, SBA on future education opportunities
    - Met with Derck and Edson on project historyreas
- Areas of challenge
  - Annual celebration- need more silent auction items
  - Encourage members to renew
- Final thoughts
  - Comcast- referral program-will get referral fees when we refer a new business. John Yoder will be giving new businesses for the chamber to refer. Have received \$1500.00 from one referral. We only give names and contacts.
- Events Committee – Deb Dupler for Toni Tice
  - Met on Tuesday- focus in on annual dinner
    - Sold out; \$29,000 in sponsorships to date
    - Head/Tails game will be the 50/50
    - Silent Auction items- please recruit for more
- Downtown Business Committee – Emily Drobknock
  - No report
- Marketing Committee – Tina Lutter
  - Will meet on Tuesday- saw a lot in Heather's report. Will be looking at new opportunities with the remaining grant funds.
- Membership Committee – Deb Dupler
  - Calling prospective new members; onboarding process and encouraging members to renew. Looking at creating categories for business directory. We have a member list and we have a prospective business list. Request for potential list by Glenn Bootay, so board can help recruit. Debbie Dupler encouraged businesses to offer discounts.
- Economic Development Committee – Caroline Lalvani/Heather Hohenwarter
  - Met this month; discussed and reviewed guidelines as a committee

- How do we refocus goals and action items
    - Look to municipalities to see their economic development goals and work to create a common focus and priorities
    - Create a master available commercial inventory list
    - Economic Development corporation- revisited
    - Moose building- develop a fact sheet to promote to commercial realtors
    - Prioritize goals and look at “leakage areas” (people go to other areas because we don’t offer what they need or have the resources).
- Elizabethtown Borough – Neil Ketchum
  - No report
- West Donegal Township – John Yoder
  - Approved final phase of Bishop Woods
  - Reviewing phase 2 of 4 for Stoneybrook development (70-80 homes)
  - Industrial park: looking at 2 proposed land development plans
  - Vacant property in Industrial park- discussions are in motion
  - LERTA has allowed the growth of the Industrial park (which was developed in the 1970’s.) Looking to be completely built out in the next 2 years
  - Western Powersports is out at Industrial park and are hiring; should be solicited for membership
  - Roadwork program for summer will be concentrated in the core of the town and not so much in the borough.
  - The county is replacing the bridge on Stonehill Drive in mid-May to mid-October
  - Masonic Drive extension should be complete by mid-summer.
- Mount Joy Township – Deb Dupler
  - Collaborative working arrangements with the 3 municipalities
  - No updates on Cloverleaf Road
  - Randy Aument retired; hired new personnel- Brad Redinger and Aaron McCoy
  - Finished grant for phase 2 of Old Trolley Line Road
  - News article from last year was incorrect.
  - Working on widening Beverly Road
- School District – Michele Balliet
  - Presentation at Lancaster Chamber- on the state of education in Lancaster county
    - Focused on business and industry partnerships and development
    - Presentation is on school district website
    - Tax increases are investing in the education of our kids.
    - Tax increase for the district at 2.9%
    - New business manager will be starting end of March- he comes with state experience and wealth of experience.
    - School calendar is extended because of snow dates.
    - Graduation is on May 30<sup>th</sup>
    - Municipalities and school district have been working more collaboratively, and communication is excellent.
    - GEARS- discussion about one year contract extension with GEARS. The district has been reviewing the financial impact of their usage of school district facilities. This is in tandem with GEARS re-evaluating their purpose and function within the community. Trying to evaluate the effective use of district facilities with the success of GEARS

- Proposal for the district to continue renovation, however will be modifying the work in light of minimizing debt services. This will include:
  - Re-structure grade levels in schools.
  - New model of education at high school to include more partnership and internships with area businesses and organizations
  - All information about the proposal is on the website.
  - Tina asked about impact on middle school; Michele discussed the renovation of the lower level of the middle school.
  - Safety and Security- great partnership with first responders.
  - Proposal for a therapy dog is before the school board.
  - Thanked businesses for their internships.
  - Thanked everyone for mini-thon—raised over \$85,000.00. The goal was \$90,000.00; however, they had less 45 dancers. Boys and Girls were in States basketball tournaments this weekend.

Adjourn – moved to adjourn by John Yoder; seconded by Kevin Dolan. Motion approved.