

Elizabethtown Area Chamber of Commerce
Board of Directors Meeting
April 12, 2018
Minutes

Attending: John Snowden; Kevin Dolan; George Longridge; Bob Enck; Debbie Dupler; Tina Lutter; Emily Drobnock; Toni Tice; Caroline Lalvani; Matt Denlinger; Kelly Fuddy

Absent: Deb Drury; Debbie Heins; John Yoder; Lunyal Bhumika; Nathan Lamb; Neil Ketchum; Susan Zeager

Call to order- John Snowden

Approval of March 8, 2018 Minutes-

- Moved by Kevin Dolan and second by George Longridge
With an amendment that states that the director's report is in Goolgedocs.
With an amendment to correct 56East Market to 56 North Market
- Approval of Treasurer's Report- Matt Denlinger reported that the budget looks very good. The best in several years. We are currently up over \$4400.00. This does not include revenues from the annual dinner. Motion to approve the report was made by George Longridge and second by Tina Lutter.

Old Business

- Chamber Bill Boards – Bob Enck
Two of the billboards are finished and the 3rd sign should be finished soon. There were Changeover in staff at DAS so finishing the signs got delayed. The boards will have eyebolts,
should the Chamber decide to establish a banner program. Kevin suggested that the Marketing committee review and make a recommendation pertaining to the banner program

New Business

- Debbie Heins transferring to Florida; leaving an open position on the Board and Executive committee.

Reports

Executive Committee Report – John Snowden

Budget process

- The 2018-2019 budget is being prepared
- Timeline: May initial presentation to the Board; June seek approval; July 1 have budget in place

Downtown Business Committee – Emily Drobnock

- Quarterly gatherings are being planned. Etown Nights from 5-8pm along with 2nd Fridays
 - Spring thing; Library coffee; Kung Fu demonstration are themes
- Art Walk planned for May 11, 2018
 - May include a wine mixer at former location of Shoppes on Market
- July 2 or 3, 2018 will be a Block Party

Events Committee – Debbie Dupler

They are all TIRED~

- Annual dinner went extremely well; two groups gave back seats for resale
- Silent auction- people were fighting over some of the bid-sheets; over 140 items auctioned
- Video was a huge success; Kelly will have Heather upload to the website
- Recommended that the May mixer be skipped due to the committee being exhausted.
- June luncheon will feature John Ebersol
- Call out for host site for the next mixer- please contact Debbie Dupler
- Thank you to everyone

Marketing Committee – Tina Lutter

- Committee did not meet in between meetings
- Recap what they have been working on: brainstorming on logo; marketing campaign; website; photography;

Membership Committee – Debbie Dupler

- 70 past due from AR sheets
- Committee is dividing up the names and reaching out to each member
- Scott and Kelly are looking at the membership agreements and will present to the committee for review
- Conversation about Payment Logistics- the company still exists but has moved to Lancaster
- Bob Enck inquired about Supply Tiger. They paid their dues; but not in time to get included in directory? Kelly will follow up.

Economic Development Committee – Caroline Lalvani

- Meeting on 4/20/2018

Elizabethtown Borough – Neil Kechum

- No report

West Donegal Township – John Yoder

- No report

Mount Joy Township – Deb Dupler

- Working on Road inventory
- Mertz Drive property sold to Messick's

School District – George Longridge

- Fairground partnership to improve the stage
- Received a grant to help off-set solar array costs
- Bainbridge renovations going well
- Rheems and Mill road schools next on renovation project lists
- Redistricting is a real possibility over the next few years; may help with bottlenecking in some areas of the district
- County 2040 plan should be out sometime in May; hoping to use this report to assist in feasibility study pertaining to growth in the area

Executive Director's Reports – Kelly Fuddy for Heather Hohenwarter

- Craig Coble inquired about marketing the train display at the library along with the Masonic Village displays. Would like to see them as a 'destination' item for Etown. Conversations ensued about how and who should market the displays. Kelly is asking the Downtown committee to review. Tina Lutter mentioned that December holidays could be marketed heavily, to include the train displays. Something the marketing committee could review. Kelly will collect and create a list of Holiday events to give to the Marketing committee. The Downtown and Marketing Committees will review.
- Small Business Support Group is doing very well. This group meets on the 3rd Monday from 8:30-9:30pm at the Chamber office. Approximately 10 people have been attending. They do need topical speakers, so if there are recommendations, please contact Kelly
- Score Roundtable meet every 3rd Thursday morning from 7:30-am
- New Members: In-kind membership for Lakeview Catering

Any additional items for the good of the Chamber- Meghan –

- Promoted Leadercast- to be held at St. Paul's United Methodist Church on May 4, 2018
- Kelly will promote digitally and Meghan handed out flyers
- Discussion pertaining to the Chamber's involvement in planning events through the Chamber. George Longridge recommended writing a policy to establish guiding principles on Event management through the Chamber. Tina Lutter suggested making a list of possible events and then develop a criteria to evaluate the events. Determine the feasibility of organizing, financing and implementing an event, then make recommendations. Kelly could start a list of events and post on Google Docs. Board members will be able to add to the list. Consensus by the Board was that the COC should be coordinators of events, not necessarily meeting planners. The Executive committee will review and come up with a policy.

Meeting was Adjourned- motion by Debbie Dupler and second by George Longridge