

**ELIZABETHTOWN AREA CHAMBER OF COMMERCE
BOARD OF DIRECTORS: December 14, 2017**

The Elizabethtown Area Chamber of Commerce Board of Directors met at 7:30 am on December 14, 2017 at the Elizabethtown Public Library. Present were: Kevin Dolan, Tina Lutter, Greg Thomas, Greg Grogan, Deb Drury, Neil Ketchum, Deb Dupler, Deb Heins, Nathan Lamb, Heather Hohenwarter, Kelly Fuddy, John Snowden, Susan Zeager, Emily Drobnock.

Absent: Bob Enck, Toni Tice, Caroline Lalvani

Action Items

1. The minutes of the November 9, 2017 meeting were reviewed. Approved on a motion by Grogan, second by Brandt. Carried unanimously.
2. It was moved by Thomas and seconded by Grogan to approve November 2017 Treasurer's Report. Motion carried unanimously.
3. It was moved by Brandt, seconded by Dupler to accept Nov 2017 Executive Director report. Motion carried unanimously.
4. It was moved by Lutter and seconded by Dupler to approve Phase 1 New Member Benefits implementation with expenditures up to \$1000 unless otherwise covered by BB&T grant. Motion carried unanimously.
5. It was moved by Lamb and seconded by Drury to provide a one-time waiver of past dues from 2017 and prior; and not seek collection, so they can be removed from AR. Motion carried unanimously.

Treasurer's Report

2018 dues checks are rolling in. ED working on income projections for the year. Report has some items to be resolved due to missing info during staff transition -- mostly deposits and a \$28 expenditure.

Form 990 is filed (**Heather to make available on website**, get requirements for local posting through Guidestar or IRS)

Executive Director's Report

Presented by Hohenwarter. See attached documents. Lutter proposed a PR intern for help with website. Also discussed seeking a grant at some point to pay for consulting to improve what we've started. Priority: roll out new member benefits.

Old Business

BB&T Grant:: setting up account to receive funds. Executive Committee decided to hold for New Year for new officers to be involved in process.

Welcome signs: changes to be made? **Bob Enck spearheading and to follow up on status of changes.**

New Business

1. Member benefits spreadsheet (attached): discussed phases and relation to strategic plans categories. Goal to get brochure, website ready ASAP and hand to Membership Committee to run with it.

Discussion

- costs on any of these items and phases
 - Phase 1: CRM, rest covered by grants
 - Phase 2 and beyond: **Heather H. to itemize**
- Actual time?
 - Phase 1: First half of 2018 (some already implemented)
 - Phase 2 and beyond: TBD
- Are discount copy services competing with any members? (Darrenkamps, Boyers? Library?)

Phase 1 (plus copy services moved from 2 to 1) to be implemented per carried motion, with expenditures under \$1000 unless covered by BB&T grant.

2. Waiver of dues

AR reports show back dues to 2014. Discussion ensued for resolving AR and waiving of back dues, as current renewal is based on new member benefits for 2018. Lapsed members have continued to enjoy benefits and attend events.

Discussed possibility of re-initiation fee required for lapsed memberships in the future?
(Incentive to renew on time)

Discussed need for Member Agreement to be signed on initial membership and renewal to enforce timely dues payment. **Heather to draft Member Agreement for January Board meeting.**

Motion for waiver of all unpaid past/lapsed dues from 2017 and prior (one time only) not to be sought for collection carried.

For 2018, no due dates were on invoices sent out. To send 2nd notice with due date and if not paid benefits lost immediately. Suggestion to send Jan 15. CRM will assist with managing this for the future.

3. Finance Committee formation
-tabled due to time constraints

Municipality and School District Report

Borough: budget in process. Etown College working on 10 year land development plan, public right of way with SD for walking path. Amphitheater finishing touches. Council reorganization meeting Jan 2.

WDT: No report.

MJT: PennDot discussions for Cloverleaf Exchange (6 alternatives) ETA- hoping for direction from PennDOT by end of 2018. Budget is out for public view. Rotary planted 55 trees in Old Trolley Line Park - another phase in Spring, but still closed until they can figure out how to protect grass from cars driving on it (provide parking for people to enter trail)

EASD: No Report.

Committee Reports

Membership - Covered within ED report.

Downtown - Trains for 2nd Friday theme - people were more into the trains than shopping (COLD). No Santa bags this year. Meters covered until Jan 1st. Emily Drobnock of Knock Knock will be new Chair of DBC, Amanda Smith as co chair. 2nd Friday rebranding (Etown Nights) - roll out in January. In parking discussion, Ketchum noted that boro is discussing parking kiosks.

Marketing - scheduling next meeting - conflicts with holidays, but working through email exchange. Last meeting was about App - mostly brainstorming. Discussion: What is Etown? Downtown Storefront businesses? Businesses like Greenfish as the future...realignment of brand? Parking issues change? (Need more employee parking vs foot traffic parking?) 2 story concrete parking garage?

Events - January 18th, mixer at Masonic, no December committee meeting but will meet early in new year.

Year Recap

Outgoing President, Kevin Dolan

- 1st time in history we didn't have a re-election?
- We learned a lot about organization, changed many operations, and the board become much more engaged over the last 2 years
- Encouragement to board to stay engaged in all these changes for the better (don't allow new staff leadership to do it all themselves)
- Suggestion: review bylaws. Last look was 2016 before strategic plan
- Thanks to all during a tough time (financially, agreeing to take 2 year terms). Special thanks to Greg as VP and Events Committee - made financial things happen. Special

thanks to Bob who almost acted as interim ED while Ramon was out in day to day operations.

Heads up from Deb Drury: Taste of Lancaster County (Rotary and Library) Feb 2nd. Tickets only available through library eventbrite \$30 before Christmas, \$35 after, \$45 at the door

Next Meeting

Next Board meeting will be held Thursday, January 11 at 7:30 am at the Library.

Meeting adjourned: 9:01 am