

**Elizabethtown Area Chamber of Commerce**  
Board of Directors Meeting  
February 8, 2018  
Minutes

Attendance: John Snowden; Matt Denlinger; Deb Dupler; Deb Drury; Debbie Heins; Neil Ketchum; Kevin Dolan; Kelly Fuddy; Caroline Lalvani; Greg Grogan; Tina Lutter- arrived late

Absent: Emily Drobknock; John Yoder; Nathan Lamb; Bob Enck; Susan Zeager; George Longridge; Nathan Lamb

The meeting was called to order by John Snowden

Review and approval of the January 11, 2018 Minutes will be made at the next Board meeting, as a copy was not included in Board documents prior to the meeting

Approval of Treasurer's Report- Matt Denlinger gave an update on the Treasurer's report:

- We have collected approximately \$25,000.00 thus far. We have a budget of \$40,000.00 and we have Accounts Receivable of \$41,000.00.
- Deb Dupler indicated that the Membership committee is working on contacting members with outstanding bills. Kelly Fuddy sent the Membership committee an updated Members spreadsheet for them to use.
- John Snowden noted that \$5,000.00 has been moved from the old Revolving Loan Fund/ Operations budget to the new Destination Etown Loan Fund. He suggested setting up a method to track the shift in expenditures- noting that the amount of money 'due to the operation' now reflect \$20,000.00 and the Destination Etown Loan fund reflect \$5,000.
- Motion to approve the report by Deb Dupler and seconded by Greg Grogan.  
Approved.

Executive Committee Report – John Snowden

- As noted, the Executive Committee discussed opening the Destination Etown Loan account
- In-kind memberships were discussed. Deb Dupler referenced the Rotary membership and said that it was no longer an in-kind membership. She would like to discuss with John and Heather further, as it is different than what it has been. John and Heather to follow up. The executive committee has asked the Membership committee to add a clause in the Membership agreement (see Executive committee meeting minutes) and to review. In addition, the Executive committee will review the by-laws and may add additional verbiage to the by-laws.
- John and Heather met with Cindy Philips from Masonic Homes to discuss repayment of their investment into the former Revolving Loan fund. The outcome of the meeting was summarized by the following:

- In lieu of repayment, Masonic Homes would like the Chamber of Commerce to assist in promoting and encouraging tenants for the Sycamore Square complex. There is approximately 3000 sq. ft. of leasable space. They prefer a restaurant or donut shop, Dunkin Donuts. They will also have approximately 2000 sq. ft. of pad space to lease as well. Viable leads should be the focus of the Chamber.
- They would like to have updates on how the money is and will be used going forward with the Destination Etown Loan funds. Heather reiterated we will have more accountability on the use of the funds.
- Reiterated the committee's recommendation that Committee Chairs must be current Chamber of Commerce Board members; Committee members must be members of the Chamber; and project based work may allow for community volunteers.
- Debbie Heins mentioned that chamber member may attend a Chamber Board meeting, however, only Chamber Board members may vote.

Downtown Business Committee – Emily Drobknock—no report

Membership Committee – Deb Dupler

- Committee met on January 24, 2018
- They are expanding the committee by one- joining is Scott from The Connect
- Deb thanked the Marketing committee for the print collateral
- Deb discussed the new MEMBEE software we are piloting
- The committee is working on contacting members with outstanding balances
- The committee discussed the pros and cons of having membership dues based upon the calendar year vs the anniversary year of the member. They are recommending changing dues be billed based upon the anniversary of the members. The majority of current members will be billed in January as it is the established anniversary date. Going forward, new members will be billed on their actual anniversary date of membership. Discussion ensued related to how this change would impact the budget. In the end, it was decided that the impact would be minimal as the majority of our current members will retain a January anniversary date.
- The new MEMBEE software will have an opt-in renewal selection which will make tracking membership dates easy and efficient.
- Deb Dupler made the motion to move to an anniversary date for billing Chamber dues, noting that the majority of current members would retain the January due date as their anniversary date and that this would impact new members by in large. The motion was seconded by Debbie Heins and unanimously approved by the board.
- Further discussion focused on the MEMBEE customer management tool that will be used to implement the change in billing for membership dues. Kelly and Heather reiterated the efficiencies of this new software.
- The committee began preliminary discussion on having the ability to offer monthly installment dues payments.
  - Discussion revolved around the application of a \$2.00 monthly fee- should we pass it along to the member?

- Would this option help increase membership?
- Would this have an adverse effect on the budget?
- Would this cause money to be spread too thin?
- What happens if a business closes or moves prior to paying their full dues?
- The committee is going to continue the discussion before any further action is needed by the Board.

#### Economic Development Committee – Caroline Lalvani

- The committee has not met, but will be soon to discuss the criteria for the Destination Etown Loan program.

#### Elizabethtown Borough – Neil Ketchum

- Pathway project update: Signed agreements have been executed with the College and the School District. The majority of the funding is through grant money
- Conoy Crossing- meetings are taking place to look at the future development of Conoy Crossing and the expansion of Masonic Drive.
- Noted that at some point Market Street will be closed for 2 weeks pending PENDOT's schedule to improve the street by Lucky Ducks. This 24 hour closing will be determined by Pendot and not the Borough. Should happen prior to the 3<sup>rd</sup> week in August.

#### Mount Joy Township – Deb Dupler

- The Township has a new Road master and he is working on a new Road inventory. The Township has over 60 miles of road to maintain. They are looking at prioritizing improvements.
- Trolleyline Park still working to have the fields available in spring of 2019
- Interchange at Cloverleaf road is stalled due to financing of the project.

#### West Donegal Township – Neil and Deb gave a brief update in John's absence

- West Ridge Road development is progressing.
- Looking to place sidewalks on Rutt road
- They have new tenants at the Industrial Park

#### Marketing Committee – Tina Lutter

- The committee met and started with asking some basic marketing questions, such as:
  - Who are we?
  - How do we want to Brand the Chamber?
  - How do we want to best spend the BBT grant money?
- Decided that developing a Marketing Plan and a Branding plan would be most beneficial and a wise use of the BBT grant funds.
- Within each plan, focus would be on bolstering the Website and making it mobile friendly. The decision to not create a chamber app was replaced with the idea of

making our website the focal point of the marketing plan and making it the ‘go-to’ place for information on the Greater Elizabethtown Area. The emphasis will be on making the website an interactive site and to make it the primary marketing tool of the Chamber.

- Also part of the Marketing plan being developed is a corporate video; corporate brochure and logo and branding for any marketing collateral.
- The committee has looked into the cost of upgrading the website and has a proposal that will cost the chamber \$8000.00. If a decision can be made in the near future, the vendor will give a \$1000.00 discount.
- Discussion ensued pertaining to the approval of the immediate expenditure of the \$7,000.00 in light of the fact that a full marketing plan has not been developed nor reviewed and approved by the Board. There was mention that we could take out a line of credit for the expenditure, but no one was in favor of that alternative. Much of the conversation revolved around the fact that the Board did not have the Marketing Plan draft that was submitted by the committee. Further discussion encompassed the use of and deployment of the BBT Grant funds. To date we have not applied for the funds as we need to submit a Marketing plan or documentation on how we plan to use the funds. There was discussion about the procedures to access the BBT grant funding and about how we need to set up the compliance/reporting documentation as we make expenditures to the grant funding.
- Neil summarized the concern from the Board- in that we were being asked to approve a marketing plan that we had not reviewed; we were being asked to approve expenditures for one portion of the marketing plan with money from a grant that has not been allocated yet; and we were voting via email on the latter which is not the norm.
- Outcomes after the discussions:
  - There was a motion for Heather and Tina to complete a more detailed marketing plan and to submit to John Snowden. John will then forward via email to the Board for approval and for a vote- again via email. All votes are to be individually sent to John, not to the collective Board or Heather. The motion was made by Tina and seconded by Matt. Approved by unanimous vote.
  - There was a motion to approve the expenditure of \$7,000.00 for web design through MEMBEE, pending approval by the Board of the Marketing plan via email, and pending funding allocation and receipt of funding from the BBT grant. Debbie Heins made the motion and Tina seconded the motion. Motion approved.
  - Discussion on components of the BBT grant allocation followed. Heather will follow up along with Caroline on precisely how to request the funds, and what documentation will be required to accompany the funds.
- Event committee—Debbie Heins
  - Annual Dinner
    - Theme: Etown rising

- Changing the sponsorships; limited number of sponsorships at specific levels and limited number of seats
- Kevin asked if there could be more recognition opportunities Sponsors this year. They will get much more recognition in the video that is proposed.
- Deb Dupler noted that the date of this year's dinner is the same as the annual dinner for Cornerstone. This is unusual as they typically have their dinner on Thursday. She has been in contact with their event planners to let them know of the conflict, as we do have some chamber members that attend both events.
- Other events
  - Luncheon on Feb. 13 at Moo Ducks
  - Mixer in March will be hosted at Etown Family Chiropractic

Executive Director's Reports – Heather Hohenwarter  
Ran out of time to review

Any additional items for the good of the Chamber  
None

Motion to adjourn by Deb Dupler and seconded by Neil Ketchum. Approved.