

Board of Directors Meeting Minutes

January 11, 2018

In attendance: Debbie Heins; Emily Drobnock; George Longridge; John Snowden; Kevin Dolan; Matt Denlinger; Neil Ketchum; Susan Zeager; Tina Lutter; Toni Tice; John Yoder; Caroline Lalvani; Heather Hohenwarter; Kelly Fuddy came at end of meeting

Absent: Deb Drury; Greg Grogan; Bob Enck; Lunyal Bhumika; Nathan Lamb

Meeting Called to Order by John Snowden

- Snowden thanked Kevin Dolan and Bob Enck for their service over the past two years
- Briefly discussed the Job Description for Board Members. Noted that it is a dated job description and asked each board member to review and to provide feedback to him by the next meeting
- Committee descriptions will be placed on the website. The goal is to empower the committees and to help committees stay on task with their various responsibilities
- Hohenwarter followed comment by discussing the shared Board Folder on Google Docs She would like to continue using Google Docs to update and share information with the Board. Debbie Dupler and Caroline Lalvani were having difficulty opening the documents, mostly likely due to filters on their work computers. Each will look into the matter further and will discuss with Hohenwarter if not able to resolve.

Approval of the Minutes of December 14, 2017 was made by John Snowden and seconded by George Longridge

- There was no discussion and motion was approved unanimously

Approval of the Treasurer's Report was made by John Yoder and seconded by Susan Zeager

- Matt Denlinger commented that we were tracking ahead of schedule and that we were maintaining the course. John Snowden mentioned that the Balance Sheet was not balanced because of receiving the Credit Card statement late. It will be balanced in near future.
- No further discussion was made and the motion based unanimously

Reports:

Elizabethtown Area School District—George Longridge

- Budget process has begun
- Cautioned business owners that reports in the Advocate Newspaper were a little misleading, pertaining to taxes and the new assessment of homes by the County. He reminded the Board that by law the new assessments had to be Revenue Neutral. He encouraged business owners to call him if they had concerns, needed more information or were confused.
- He noted that the District was well on track with the renovations taking place at Bainbridge Elementary School and for the projected renovations for Rheems which are expected to start in 2019

Executive Committee—John Snowden

- Snowden talked briefly about the BBT grant
 - There are 2 parts to the grant: Destination E-Town Revolving Loan Fund and the Destination E-Town Marketing Fund.
 - He suggested that with consensus from the Board, the Economic Development committee would draft guidelines for the Revolving Loan Fund and the Marketing Committee would draft a Marketing plan for the expenditure of the Marketing funds.
 - Consensus by the Board was given
 - The Revolving Loan account has been established through the BBT Bank. \$5,000.00 has been placed in the account from the COC; a matching amount will come from the College and \$10,000.00 will come from the BBT grant
 - The Marketing funds will be placed in the operating budget of the COC. Once a Marketing plan is adopted, funds (\$25,000.00) will be requested from the BBT grant
 - Hohenwarter will get the BBT grant criteria to both committees.

Downtown Committee—Emily Drobnock

- The next committee meeting will be on Monday, January 16, 2018 at the Twisted Easel
- The committee is working on rebranding Second Fridays. The possible new name will be E-town Nights. They are considering moving the night so as not to compete with Lancaster and Harrisburg second Friday's. Whatever the decision, they want to keep the event consistent.
- They are going to seek permission to keep the holiday lights on in the downtown. The consensus is that it helps to attract people downtown.
- The committee is looking into hosting the following events to use as fund-raisers:
 - Wine Walk
 - Beans and Brews
 - Art Walk possibly to coincide with Arts in the Park
 - Would like to revisit Lunch on the Square
 - Considering hosting Downtown business owners mixers
 - Will work with the Marketing committee for assistance in marketing the events
- 2018 Goals are being developed. They include:
 - Unifying Storefronts
 - Roundtable meetings for downtown business owners with the intent to build collaboration among business owners and to help create growth of businesses
 - Recruit new business to the downtown
 - Assist in sustaining current downtown business
 - Research Beautification grants for the downtown area
 - There was discussion regarding the downtown lunch series as a sidebar conversation. Kevin Dolan and Deb Dupler discussed why the Chamber decided to discontinue the Lunch on the Square series:
 - Construction on the Square
 - Not a money generator and was time consuming to plan for the director
 - Often there was inclement weather in recent years, so the event was moved indoors which negatively impacted attendance
 - Very few businesses involved or attended

- Majority of attendees were families with small children; not a lot of them frequented other downtown businesses
 - The COC decided to discontinue the series with the intent of re-evaluating the series after one year
 - Events Committee-Heather Hohenwarter
 - Chamber mixer will be held at Masonic Village on January 18, 2018 from 5-7pm
 - Annual dinner will be held on April 6, 2018 at Harvestview
 - Still working on contracting a caterer- Greg Thomas is working on it
 - John Yoder recommended Country Home Caters out of Lititz
 - Marketing Committee- Matt Denlinger
 - The committee hasn't met yet
 - Heather Hohenwarter gave a general update- they have two new committee members: Tina Lutter and Debbie Crawford from Britney's Hope
 - The agenda for next meeting will be:
 - Review the BBT grant- Destination Etown Marketing
 - Assess Web development and Marketing engagement
 - Create an RFP for possible outsourcing
 - Begin outline on Marketing Plan
 - Continue discussion on COC smartphone APP
 - Finalize requirements
 - Review 'wish list'
 - Create the APP
 - Member Communications
 - Social Media usage
 - Instagram usage
 - Newsletter
 - Editorial calendar
 - Members to use interactive calendar to promote their events/projects
 - Recruitment messaging
- Membership Committee—Debbie Dupler
 - Next meeting will be January 24, 2018
 - From their December meeting they discussed overall membership
 - Updating Membership list
 - Looking to obtain Testimonials from Chamber members to use in Newsletter and Social Media
 - Researching a members software system
 - Reviewing dues structure
 - Reviewing the possibility of membership renewal being on anniversary date vs calendar date
 - Laurie Funk resigned from the committee and a replacement will be needed

- Economic Development Committee—Caroline Lalvani
 - Committee will resume meeting to discuss and formulate criteria for BBT grant

- Elizabethtown Borough Update—Neil Ketchum
 - Reorganization meeting held earlier in January
 - Mark Hershey elected President
 - Neil Ketchum elected Vice President
 - Neil Ketchum appointed as Chamber of Commerce Board representative
 - Budget approved in December—Overview of significant items:
 - \$400,000.00 grant to fund walk path by School District and College
 - \$17,000.00 for ‘parklet’ across the street from Funks Brewery
 - \$25,000.00 for Harmony Playground at the Community Pak
 - \$500,000.00 for new dewatering press
 - New Chief of Police hired- Ed Cunningham
 - Amphitheater update- in the final stages, looking for a grand opening in the Spring

- West Donegal Township—John Yoder
 - John is the new Township manager
 - Reorganization meeting held in early January
 - Roger Snyder was elected as Chair
 - John Martin elected as new supervisor, replacing John Yoder
 - The Starbarn relocation will be completed by early this summer
 - The Township is expecting to see an increase in traffic due to the Starbarn relocation and there is the potential of more development to take place near the Starbarn. Thus increasing business development and traffic
 - Ironstone which owns the Starbarn is considering the possibilities of having a hotel located in the general area of the Starbarn, due to the heavy increase in the wedding market. Tina Lutter mentioned that Masonic Village is looking into the same.
 - Two more lots are being developed in the Conewago Industrial Park
 - Nordstrom’s and the Township are in conversation about possible expansion
 - Three housing developments are considering building out: Bishop Woods, Donegal Woods and Stoney Brook
 - There is a park being developed at Stoney Brook which will be dedicated to the Township
 - DCNR- Grant application is being developed to support the work of the Rheems Athletic Association. Anticipate a long lead time (2 years) before receive funding. This grant may not work out, but the Township is committed to help Rheems Athletic Association get better facilities

- Mt. Joy Township—Debbie Dupler
 - Reorganization meeting held in early January. Debbie was not present so not sure of the outcome.
 - The Township will be auctioning of the Mertz Drive property

- January 31, 2018 – hosting the Regional Municipalities meeting at 7pm
 - This is a public meeting and they intend to start working on Regional comprehensive plan
- Tiny Estates is being developed at the former Ridge Run Campground
- Executive Directors Report—Heather Hohenwarter
 - Engaged Leaders
 - Efforts to formalize and systematize processes and measures for the day-to-day operation of the COC is nearing completion
 - Established a Board Folder within Google Docs for communication among the Board and the Administration
 - Working on the process to implement digital supports for members
 - Membership
 - Researching membership management tools
 - Researching automated invoicing process
 - Having the Marketing committee evaluate membership agreement models
 - Anticipated monthly cost \$55.00
 - Goals
 - Working on updating goals
 - Working on new member benefits phase I
 - Developing and updating corporate brochure
 - Researching new software programs
- Miscellaneous Discussion—John Snowden
 - Old Revolving Loan fund will still exist. Jewel David Ministries is exercising the full terms of their agreement and will pay the balance of their loan over the course of the next 11 months. At which time it will be paid in full.
 - Snowden and Dolan are reaching out to previous lenders to discuss the terms of repaying their initial investments.
 - A question was asked by Susan Zeager- Is it possible for non-chamber members to be on committees? Discussion pursued on this topic with the final outcome being that Snowden will check the by-laws and further discussion will take place next meeting. Overall, it was thought that Chair positions of each committee are appointed by the President of the Board and as such all chair positions are occupied by a Chamber of Commerce board member. Members of committees have historically been members of the chamber. Discussion ensued about the advantages and disadvantages of having non-members on the committees.
- The meeting adjourned at 8:30am