

Elizabethtown Area Chamber of Commerce

Board of Directors Meeting July 12, 2018

Meeting minutes

Attendance: John Snowden, Kevin Dolan, Matt Denlinger, Deb Drury, Nathan Lamb, Greg Grogan, Emily Drobnock, Neil Ketchum, Tina Lutter, Toni Tice, Susan Zeager, Debbie Dupler, George Longridge, Caroline Lalvani, Heather Hohenwarter

Absent: Caroline Lalvani, Neil Ketchum, Bob Enck, Bhumika Lunyal

Meeting called to order at 7:35

Snowden noted he added times to the agenda.

1. Approval of June 14 Minutes

Motion to approve by Dolan; seconded by Longridge, motion passed.

2. Approval of Treasurer's Report

- Denlinger indicated we are in the black for the first time in several years, by \$6750 and expressed his thanks to the group, specifically Hohenwarter for identifying ways to lower costs, and to the Events Committee for 'hitting it out of the park' with the annual dinner
- Denlinger/Snowden discussed using half of the surplus or \$3375 to apply toward the repayment of the Revolving Loan Fund and backdate the repayment to June 30th.

Motion to approve by Dupler; seconded by Lutter, motion passed.

3. Old Business

- Hohenwarter provided an update on the status of the DBC-specific Borough Funding Request. She will provide the plan to the board prior to the August board meeting and asked the group to review prior to aid in the discussion.

4. New Business

- Snowden updated that the invitation to our members to nominate someone for a board seat will go out via the newsletter in September, in order for the nomination slate to be completed by October in advance of the November election. Snowden noted this would be a way to ensure members know this is opportunity is open to all. Dupler recommended that the initial announcement include a listing of current board members and number of seats available.

5. Reports

- Economic Development Committee – Heather Hohenwarter
 - Hohenwarter shared that the committee completed and approved the Destination E-town Loan Fund Application and Guidelines, which were created based on the previously used documents, review of the grant and committee collaboration.
 - Snowden asked the board if they were concerned they did not get a chance to review and comment on the application. A lengthy conversation ensued regarding the lack of established process or guidelines to answer this question. Longridge noted that we continue to need the existence of such policies, but noted that due to the timeline in place that requires the CHamber to have three applications by October per the grant

measurement rubric, perhaps this was not the example to use to establish such policy. Lutter reiterated a need to update the bylaws to address these matters, while Drury pointed out that the loan is a program of the Chamber vs. a by-laws issue. It was further discussed that the Executive Committee review and act as a representative of the board at large. Dolan noted that he reviewed the application and was ok with it, but upon this discussion wondered if we should have had the board review the document. At this point, the conversation migrated to the topic of what types of things should be approved by the board, and what did not. A concern of micromanagement and timeliness was brought up. Hohenwarter shared the example of the Events Committee asking the Executive Committee to serve as the authorizing body when the annual dinner decision had to be made in advance of the next board meeting, but further stated that there is an assumed method, rather than a documented one - and stressed that there needs to be written policies in place. Snowden stated he heard no objection to using the EDC-approved application but the board still wanted the opportunity to review. Hohenwarter stated she was not comfortable sharing the application with the broader membership until such review was complete. The final result of the conversation is that Hohenwarter would forward the documents to the board at large, and if any one had an objection or comment within a short time frame, it would be addressed and if not, the documents are ok to send. Unresolved was the issue of how the EDC/Board would approve applications and the tracking process that needs to be in place.

- Hohenwarter forwarded the documents to the Board. Snowden requested feedback be directed to him.

Motion to approve by Lutter; seconded by Longridge, motion passed.

- Executive Committee Report – John Snowden
 - By Laws are being worked on
 - Still need to finalize Event Policy draft
 - Assessing if we should move to a Fiscal year. A short conversation ensued about the pros and cons:
 - Drury: any state government-related issues?
 - Dupler: b/c we are moving to an anniversary date membership rather than Jan 1, it's less critical for the calendar year regarding finances
 - Denlinger agreed no impact to finances
 - Snowden noted a one-time tax payment to cover a short year
 - Yoder: all municipalities are on a calendar year
 - Dolan/Snowden: will not affect Destination E-town Grant funds
 - Snowden noted that a recommendation is not being made at this time but just wondering if there is any opposition to exploring this option further. There was no objection.
 - Hohenwarter noted that she will be giving her year-in-review report at the August board meeting in advance of the Board's annual performance evaluation. Snowden noted that the board will provide him direct feedback per the evaluation form that Dupler is working on. Longridge recommended the achievements be shared w/ membership. Hohenwarter confirmed this info will be integrated in to the Annual Report.

- Downtown Business Committee – Emily Drobnock
 - Provided update on July 13th block party
 - Hohenwarter noted a ribbon cutting for new member Polished Nail & Brow Lounge also happening and invited the board
 - Dupler reiterated encouragement for the board to come out and show support the DBC and Events committee

- Events Committee – Toni Tice
 - Tice updated the board on upcoming events, including 9/8 at the Barnstormers.
 - Hohenwarter confirmed we received the contract from Star Barn for 2019 Annual Dinner.

- Marketing Committee – Tina Lutter
 - Committee is meeting to look at the marketing timeline and adherence to the grant project fulfillment, including logo usage, collateral and website review. Lutter encouraged board to like and share on FB as we are close to 1K followers. The idea arose to have the committee take a look at the annual report design.

- Membership Committee – Deb Dupler
 - Committee had a great meeting with two new members, discussed the closing of the years AR report, reviewed prospect plan, discussed the welcome to new members/spotlight template for future member communication, reviewed temporary benefits rack card

- Executive Director’s Report – Heather Hohenwarter
 - Hohenwarter shared highlights of her Executive Report:
 - Update on meeting w/ Masonic Village/Tina Lutter regarding support plan for and promotion of expansion/restaurant pad and the utilization of this project as a template for future promotions for other members.
 - Gretna Theater - new member and collaboration opportunities – their data showed Gretna has a very draw from Etown Area
 - Meeting with Margo Lindamood, Sales Manager, Holiday Inn Harrisburg East to discuss membership, setting up a site visit of facility
 - Congratulated the Star Barn team on Grand Opening with Flowers sent from Chamber
 - Barnstormers Season Ticket Usage update
 - Presenting Rotary Classification Speech July 16
 - Conducted a Moose Lodge walkthrough, brainstorming pitch to Tapestry by Hilton.
 - Planning underway to produce an annual report for the EACC to be distributed to all members and presented at the annual meeting/breakfast (*new event)
 - Confirmed official 2019 Annual Dinner contract received from Star Barn
 - Coordinating meeting with Roni Ryan to discuss LERTA expiration/extension planning, among other things.
 - Launched the Member-to-Member Discount program with digital registration form

- Elizabethtown Borough
 - No Report, Neil Ketchum absent.

- West Donegal Township - John Yoder
 - Star Barn grand opening presented some traffic issues, that were discussed, resolved and won't be repeated in future events
 - Belmont Barn construction is underway and there is an access road being constructed through Star Barn property to Newville Road
 - Yoder reiterated the current and growing concern about lack of area lodging - especially at the Stone Gables property continues to expand with traffic from DC & NY. He noted he was pleased to hear Hohenwarter plan of assessing Tapestry by Hilton's (or other) potential for the Moose location. It was also noted that there is a pad for potential development on the Masonic Village property.
 - Hosting National Night Out on August 7th. E-town Police may participate this year.
 - Housing developments are moving along, including Stony Brook and Bishop Woods
 - Conoy Crossing/Masonic connector road is under construction, will be paved by fall.
 - LERTA 5-year extension was passed, 5 parcels remaining

- Mount Joy Township – Deb Dupler
 - Prospect Road reclaimed and paved south of Mount Gretna Road. Township will widen remainder to Elizabethtown Road this summer. Full overlay in 2019.
 - Trail Road South drainage system to be installed starting next week. Widening will follow. Full overlay in 2019.
 - Progressing design for Green Meadows Streambank Stabilization project.
 - Collaborating w/ Londonderry Township for water quality improvements on Conewago Creek.

- School District – George Longridge
 - Bainbridge school renovations are complete, look fantastic, playground is a highlight. Rededication ceremony planned for fall, details to come.
 - The LERTA given to West Donegal Industrial Park has been extended and focus on economic development is going well.
 - Noted approval for the planning of potential LERTA use within the Borough
 - Solar field construction schedule compacted due to Elizabethtown Fair, schedule was shifted to begin after the fair. One last year for Fair parking at that location.
 - The agreement with Market Street Sports to help generate additional revenue to the district by gaining sponsors for promotions at extra -curricular events has been finalized. It was noted that the Chamber can promote this opportunity to its members.

- Other Conversation:
 - Market Street bridge closing for two weeks beginning July 13th. The map for the E-town Nights block party will be updated to include alternate routes.
 - The creation and dissemination an Annual Report, proposed by Hohenwarter, is viewed as positive development. Specifically the identification of how the Chamber can have an economic impact on townships and municipalities.
 - Chamber office to be responsible for distribution of reports and minutes to Municipality managers.
 - It was agreed that Chamber office can post approved meeting minutes on the website

Dupler motioned to adjourn, Yoder seconded. Meeting was adjourned.