

## ***Elizabethtown Area Chamber of Commerce***

Board of Directors Meeting June 14, 2018

Meeting minutes

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

Absent: Bob Enck, Bhumika Lunyal, John Yoder

Meeting called to Order

- 1) Approval of May 10 , 2018 Minutes- tabled until next meeting
- 2) Approval of Treasurer's Report
  - Close to a balanced budget- we may have a surplus of funds
  - We have funds still coming in thru the end of June – partially from outstanding dues payments and from the Guide revenues
  - In May we received the annual funds from Mt. Joy Township

Motion to approve by George Longridge; seconded by Deb Dupler; motion passed.

- 3) Old Business
  - Budget- John Snowden stated that one correction was made pertaining to Workers Comp. The funds that were placed in payroll for Workers comp have been now placed under the category of insurance.
  - There was a discussion to modify the amount of money transferred to the Revolving Loan fund, based upon a recommendation by Heather Hohenwarter to the Executive Committee. The amount placed in the Revolving Loan fund will be \$5000.00 with the remaining \$1834.00 to be held in a contingency fund. The \$1834.00 will be used by the Chamber for any unexpected expenses throughout the year.

Motion to approve the amendment to transfer funds to a contingency/misc. account of \$1834.00 and to transfer \$5000.00 to the Revolving Loan fund was made by Kevin Dolan and seconded by George Longridge; motion approved.

Motion to approve the 2018-2019 budget as amended by Deb Dupler and seconded by Tina Lutter; motion approved.

- 2019 Annual Dinner Venue

Discussion took place with regard to changing the venue for the annual dinner. A proposal was received to host it at the Star Barn. Deb Dupler has talked to Marc Hershey about the change in location and he is understanding and supports the recommendation of the Events Committee to move the annual dinner from Harvest View to the Star Barn. Consensus to move the event was unanimous.

New Business

- Chamber Logo
  - Heather Hohenwarter led the discussion and presentation on the new Chamber of Commerce logo. She highlighted the strategic approach in determining the logo:
    - Audience, Brand and Style were considered
    - A creative brief was written that looked at the 3 components that make a statement about the Chamber:
      - Connect—engaged leadership; working together
      - Thrive—mutual member benefits
      - Grow—strategic partnerships for economic development and growth
    - The colors chosen reflect:
      - Blue= vibrant
      - Yellow= fresh
      - Green= strong
    - The logo was intentionally kept simple and used as a symbol. Tag lines can/will be added later

Motion to approve the logo by Deb Dupler and seconded by George Longridge; motion passed.

- Golf Tournament – Co-Sponsor/Marketing
  - Heather Hohenwarter has been in discussions with Barry Aker, executive director of GEARS about possibly establishing a collaborative relationship and in particular working on the Fall Golf Tournament that GEARS has been running for the past 10 years. Essentially, Barry would like the tournament to be elevated and would like the Chamber to assist in marketing the event and in obtaining additional sponsorships.

Much discussion followed and ultimately members of the board had more hesitancy about initiating a collaborative relationship for the Fall Golf Outing. Questions pertaining to the profit/revenue split were mentioned; pending the profit split, is it worth the amount of time the director and/or staff would have to put into the event? The tournament is already profitable, how much would new sponsorships really bring and how much profit would the Chamber receive? There was strong concern pertaining to the work load it would place on staff, especially in light of all of the logistical changes that are still being worked on by the Chamber staff. Will the collaborative relationship help the Chamber or will it be more to benefit GEARS? Concern was expressed that if we market this event then it would be a direct conflict with the Member Benefits that we provide our paid members. Others commented that Golf tournament participation is declining and the number of golf tournaments are also declining.

The final recommendation by the Board is to focus on managing the new infrastructure of the Chamber; take time to establish an events policy; to have 2 chamber board members participate in this year's golf tournament so that we are better prepared to discuss for next year. In the interim we will promote the event as we would for any of our members.

Motion to approve final recommendation was made by George Longridge and seconded by Tina Lutter. Motion passed.

- Sustainable E-town Opportunity--tabled

## Reports

- Executive Committee Report – John Snowden
  - On-going work to review and update the by-laws
  - Establish a policy on events
  - There is an opening on the Board, however we have enough board members so as to hold filling the position until November when we conduct annual nominations
  - Working on establishing a template for committee reports

- Downtown Business Committee – Emily Drobknock
  - Working on the block party- 2<sup>nd</sup> Friday in July with the Library. The theme is LEGO's
  - Working on obtaining sponsorships- currently have 11 sponsors.
  - Kelly will get more information and promote on the website
- Events Committee – Deb Dupler
  - Toni Tice will take over as chair of the committee
  - In July a mixer is being planned; a luncheon is being planned for August
  - An invitation to speak at the luncheon has been extended to Brian Roach
  - E-town night @ the Barnstormers game is September 8, 2018
  - KIROs will be hosting the September mixer
- Marketing Committee – Tina Lutter
  - Tina will become the chair of this committee
  - Working on upgrading website
  - A map is being developed
  - Social media posts are promoting more engagement and promoting membership
  - Working on 2<sup>nd</sup> phase of the video
  - Repurposing the video for social media
  - Once the website is updated and running under its new format; Kelly Fuddy will be working on developing the calendar utilization. Heather Hohenwarter create a timeline for when the work on the website will be complete and when we can expect the calendar component to be updated and relevant.
- Membership Committee – Deb Dupler
  - Continuing to work on AR
  - B.J. Reed agreed to be on the committee
  - Kristin Brubaker agreed to be on the committee
  - The committee has been notifying members that their memberships have lapsed. They have completed the notifications and are now working toward contacting prospective members
  - Next meeting will be June 21, 2018
- Economic Development Committee – Heather Hohenwarter
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#### Elizabethtown Borough – Neil Ketchum

- Conoy Crossing is entering Phase 3 of its development
- Completion of Masonic drive to Maytown road is underway
- Rt. 743 – under Pen Dot construction
- Pen Dot working on bridge off of Market street- should be complete by mid-August
- Regional Emergency management position open
- Paving of alley's throughout the Borough will take place in 2023-2024 schedule
- Sycamore Square is under development

#### Mount Joy Township – Deb Dupler

- Featherton Crossing phase 4 is underway
- Rheems- retail business are being built off of the Cloverleaf exit
- A Five year Capital plan for road improvements has been developed
- MS4—reducing pollutants into the Chesapeake Bay grant- this is a partnership with Green Meadows Mobile Home Park to seek funds to help reduce pollution and to minimize run-off from Conoy Creek, which is located at the Mobile Home Park.  
MS4= multiple separate storm sewer program

#### School District – George Longridge

- Bainbridge school renovations are complete
- Playground equipment will be installed shortly- note: the playground design and equipment was selected by the 3<sup>rd</sup> grade students. This type of engagement by the students provides them with STEM learning and Hands-on learning. An open house will be planned for the Bainbridge school
- The LERTA given to West Donegal Industrial Park has been extended
- The School District has entered into an agreement with Market Street Sports to help generate additional revenue to the district by gaining sponsors for promotions at extra -curricular events

#### Executive Director's Report – Heather Hohenwarter

- The report is on-line for the Board to read

Meeting adjourned