

Elizabethtown Area Chamber of Commerce

Board of Directors Meeting

March 8, 2018

Minutes

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

- 1) John Snowden called the meeting to order
- 2) John Yoder moved to approve the minutes of February 8, 2018; Matt Denlinger gave the second. Approved.
- 3) Tina Lutter moved to approve the Treasurer's Report; Greg Grogan gave the second. Matt Denlinger noted that the BBT money for marketing (\$25,000) was received. Motion accepted and approved.
- 4) Information pertaining to the marketing plan was given by Tina Lutter, in the absence of a majority vote when presented via email.
 - a. Highlights of the discussion focused on the following priorities:
 - i. Video creation- using Lakeview Video with the hope of unveiling said video at the Annual dinner in April
 - ii. Photography
 - iii. Banners and signage
 - iv. Website upgrades
 - v. Business Resources software
 - vi. Social Media Ads and promotions
 - vii. Branding of the EACOC
 - viii. Logo development of the EACOC
 - b. The budget outlined allows for a contingency fund, to allow for flexibility in expenditures as each item is implemented
 - c. Implementation of the budget and priorities will be in compliance with the BBT grand and procedures for tracking will be set forth early in the process
 - d. Neil Ketchum inquired about the "boundaries" of Branding? Meaning where does the branding stop? Heather Hohenwarter stated that the branding was only for the EACOC. It was not for the branding of the downtown or the Elizabethtown area municipalities.

- e. Kevin Dolan asked what the difference between branding and logo was. Heather Hohenwarter explained that branding was 'your promise' to the outside world using the EACOC mission. John Yoder gave the example of a porche. They have the iconic symbol as their logo, but the name 'porche' conjures up the idea of a high performance well-made German machine.
- f. Long discussion ensued talking about how branding of the EACOC should complement the branding efforts of the greater Elizabethtown Area. It was made clear that the logo nor the branding efforts would be made in a vacuum. There was concern that the Downtown Committee was designing its own logo and branding, as they had met with members of the Borough Council to discuss ideas. Heather Hohenwarter clarified that the Downtown committee would not have their own logo or branding. John Yoder as to ensure that the EACOC represents all of the Elizabethtown Area- Conoy, West Donegal, Elizabethtown, etc. He has Board members who have the impression that the EACOC does not do much for West Donegal. Tina Lutter commented that it is very difficult to brand the greater Elizabethtown area and that the Chamber needs to brand only the Chamber. It was reiterated by Deb Drury that Perceptions are sometimes more difficult to transcend and can be very powerful in how people feel about an organization or institution. Debbie Heins asked if the people in West Donegal who were critical of the Chamber were active members of the Chamber. John Snowden wrapped up the conversation by reiterating we are all in this together and we need to recognize and include all constituents. Neil Ketchum, agreed and stated that branding of the EACOC should not be political, so it should be relatively easy to accomplish.
- g. John Snowden asked if we approve the budget and the Marketing plan as presented what else do we need to approve. Tina Lutter stated that it would be the Branding guidelines and the Logo. She and Heather indicated that a Creative Brief would be established and shared with a designer and the Marketing Committee to review and make recommendations to the full Board. The Board would then need to approve the Creative Brief. The discussion that followed pertained to what components of the Marketing Plan and/or /Creative Brief needed Board approval, especially pertaining the video and website content. In the context of this conversation Neil Ketchum and Greg Grogan mentioned we might to review our by-laws in the near future to be sure we have a structure in place that would support the branding of the Chamber. Heather Hohenwarter, John Snowden, and Tina Lutter reiterated that the logo and branding will reflect our mission and strategic plan, as they are the guiding foundation of the Chamber. Deb Drury mentioned that some approvals should be pre-reviewed by the Board. Caroline Lalvani mentioned concern that the Board not get too far into the weeds. That we approve the Creative Brief, but then let the experts manage the creative. Heather Hohenwarter explained that

the Creative Brief would have much of the details for the branding and logo and that it was the document we should approve after we approve the Marketing Plan and budget that was being reviewed.

Action Item – Marketing Plan

- a. Tina Lutter on behalf of the Marketing Committee made a motion to approve the Marketing Plan and Debbie Heins gave the second. The motion passed unanimously.

New Business

a. Executive Committee Report – John Snowden

John Snowden moved to repay the load made by Doug Lamb to the Revolving Loan, with a payment of \$2500.00 now and the balance \$2500.00 paid by the end of the 2018 fiscal year. It was seconded by Matt Denlinger and unanimously approved.

- b. Downtown Business Committee report – Emily Drobknock
 - a. Moving forward with Downtown Business Gatherings- just getting together; no formal agendas with a focus on networking between downtown business owners.
 - b. March 28 Gathering is at Kairos and April 25 will be at Trellis Place at 7pm.
 - c. The committee would like to continue 2nd Friday's
 - d. The committee is going to request that the Christmas lights in the trees stay on year round in the evenings
 - e. 2nd Friday in May will be a possible art and wine walk
 - f. Hoping to hold a July Block Party
 - g. The Lunch on the Square events will be tabled until further review is completed.
- c. Events Committee – Greg Thomas channeled by Deb Heins
 - a. March 13 Mixer
 - b. April 6, 2018 Annual dinner
- d. Membership Committee – Deb Dupler channeled by Heather Hohenwarter
 - a. Scott Solomon from The Connect added to the committee
 - b. Review of the Member agreement is ongoing
 - i. Recommending a monthly auto-pay plan for an annual membership since we have the software to manage it.
 - ii. Monthly fee would be attached to the monthly auto-pay plan

- iii. This plan could benefit smaller businesses with start – up costs. May increase membership because more financially viable.
 - iv. Deb Drury compared to paying an insurance plan
 - v. Heather Hohenwarter recommend that we offer monthly auto-pay as an option. Deb Drury suggested if going to offer it we combine the rollout of the plan to coincide with the roll out of the new website
 - vi. Neil Ketchum asked if other Chambers offered such a plan. Heather Hohenwarter stated yes.
 - vii. John Snowden asked for a consensus vote to incorporate this as an option to be included in the membership agreement. A yes consensus was given by the board.
- e. Economic Development Committee – Caroline Lalvani
 - a. Recently confirmed members of the committee and will convene group in next few weeks
- f. Elizabethtown Borough – Neil Ketchum
 - a. Council authorized management to move forward on a feasibility study of all property owned by the Borough, including new acquired 56 E. Market Street. This study will evaluate the use and needs of the district operations and space utilization
- g. West Donegal Township – John Yoder
 - a. The Township has two very active lots in the Conewago Industrial Park
 - i. An auto-parts warehouse and a distribution center
 - ii. U-Grow Day Care center is moving forward and should be receiving approvals on their land development plans in the next few months.
 - iii. Building out the Stoney Brook area- dirt is moving. Once Stoney Brook is complete not much more land in the Township for build-out.
 - iv. Places 2040-looking to integrate Township comprehensive plan with Lancaster’s regional plan- Places 2040. The 2040 plan would like to see the northwest region of the county become more dense
- h. Executive Director’s Reports – Heather Hohenwarter
 - a. Community guide is at the proofing stage
 - b. Distribution of the guide will be at the Annual dinner
 - c. John Snowden and Heather Hohenwarter met with George Longridge and Michele Balliet to discuss how to be more inclusive of the school district.

- d. Heather Hohenwarter met with Conoy Township Supervisor/Chair: Steve Mohr. The meeting was an outreach to Conoy Township to have them become more engaged in the Chamber. Discussed promoting the assets of the area, especially the nature trails and recreation areas.
- e. 2018 Decals are coming
- f. The Merchandiser will feature an article on the annual dinner
- g. Launched an After-Hours start up group for chamber members and non-members as an outreach and recruitment effort.
- h. The Newsletter is out

Any additional items for the good of the Chamber

- a. John Snowden- Do we highlight the Newsletter?
 - a. Side note: John Snowden and Debbie Heins still do not receive the letter
- b. Newsletter will be on a dedicated page of the website
- c. John Snowden asked that committees get their reports to him one week prior to the Board meeting. Please note in your report any discussions and action items.

Meeting was adjourned – moved by John Yoder and seconded by Susan Zeager