

Elizabethtown Area Chamber of Commerce

Board of Directors Meeting

September 13, 2018

Agenda

Attendance: Neil Ketchum, John Snowden, John Yoder, Nathan Lamb, Tina Lutter, Caroline Lalvani, Greg Grogen, Kelly Fuddy, Matt Denlinger, Susan Zeager, Kevin Dolan, Debbie Dupler, Emily Drobknock, Heather Hohenwarter

Absent: Deb Drury, Toni Tice, George Longridge, Bhumika Lunyal, Bob Enck

Call to Order: by John Snowden

Approval of July 12, 2018 Minutes

Moved by Deb Dupler; second by Kevin Dolan. Approved unanimously

Approval of Treasurer's Report

- Moved \$1300.00 from the Revolving Loan fund temporarily to cover payroll in August. We have moved money back to the revolving loan.
- Moved \$524.12 from the BBT grant line to Operations to pay expenses related to the grant

Moved to approve by John Yoder and Second by Tina Lutter. Approved unanimously

Old Business

- Elections in November
John Snowden discussed nominations for officers for the next fiscal year. Passed out a form for nominations. Also have 3 positions open – 2 for re-appointment and 1 is open. Susan Zeager and Nathan are up for re-appointment and we have one vacancy. All nominations should be sent to John Snowden by October 1 for review and then presented to the board in October for a vote

New Business

Year-end review –

- Heather Hohenwarter gave a PowerPoint presentation highlighting the successes of the past year.
- An evaluation form for each from board member to complete is available on google docs. All evaluations to be returned to John Snowden for review by the Executive team by September 21, 2018.

Highlights of Heather's presentation:

1. YEAR IN REVIEW PRESENTATION.pdf

- Budget; Strategic Plan; Marketing; Moving the office; Economic Development; Increased Membership; New and implemented Customer Service program; New Collaborative work with municipalities; Future initiatives.

New membership category—Kelly gave the report on Membership committee

- Multi-membership category- recommending a new category for members who have Direct Sales businesses (ie Mary Kay; Pampered Chef, etc.) Want to support them because they contribute to our community.
 - This group of people cannot afford the traditional membership fee because often they are individuals who use these business opportunities as supplemental incomes.
 - The proposal is to offer a membership fee: \$25.00.
 - They would get a listing on the chamber website.
 - They would be included on a “vendor list”. They would get selective promotion for events that include multiple vendors. See Marketing Membership Ideas document.
 - Modified marketing and support to reflect fees. Limited marketing and advertising of events
 - Membership committee would like to provide this membership to our community

Tina Lutter supports the membership with limitations so not to conflict with what is available to full members. John Snowden asked them to draft a document that outlines the limitation. The membership would like to get this approved while they complete the document.

John Yoder moved to approve; Tina Lutter second; approved

Reports

Executive Committee Report – John Snowden

No meeting

Downtown Business Committee – Emily Drobknock

- Christmas Tree-town- new initiative to promote downtown events and businesses
- Winter Decorating contest- improve the look of the downtown.
- Looking to get sponsorships for creating
- Chamber is sponsoring Window Decorating contest
- Mesick's is offering their billboard on 283 for ½ price – for a month. The cost will be \$1700.00. The billboard will direct them to Christmas Tree-town. Com; Brant Farm is interested and The Train Guys. More businesses are going to be solicited to participate
- More information on Christmas Tree-town forthcoming
- Promoting Mt. Calvary 'Extraordinary Give Expo'

Events Committee – Heather Hohenwarter

- Next Luncheon- October 9 at Sunset Golf Course with speaker, Brian Roche, WGAL
 - Topic: Whatever the Hot Topic is at the time of the event
- November luncheon being developed
- Mixer September- at Kiros
- December 11, 2018 luncheon- with legislators
- Working on luncheons and mixer for 2019
- Save-the-Date for next year's annual dinner
- Auction items are being solicited for next year's annual dinner

Marketing Committee – Tina Lutter

- Unveiling of new brand and logo
- Reveal logo at October luncheon possibly but working with web-designer for actual launch date
- New video to unveil simultaneously
- Annual Report- look at from the lens of the membership. Using testimonials and layout the information in a new format
- Looked at grant fund project
- Looking at developing banners for downtown
- Working on marketing for Christmas Tree-town
- Format of the annual report- will be placed on Website and not printed

Membership Committee – Kelly Fuddy

- Recruiting and Retaining membership
 - On-boarding processes are being revised
 - Example ribbon-cuttings
 - Welcome packets
 - Visit by board members
 - New packet is developed but still working on total on-boarding process
 - Strategic partnership development
 - Sign-up sheet to support members
- Collecting testimonials from membership

Economic Development Committee – Caroline Lalvani

- Revolving loan fund update- will be meeting with the EDC committee on Monday to review the application process and to possibly change the criteria to allow for more flexibility with the loans

Executive Director's Report – Heather Hohenwarter

- See report

- Executive Director
Report 09_14_17.pdf

Elizabethtown Borough – Neil Ketchum

- Completion of Masonic Drive
- Extension of Conoy Crossing project

- Trash Recycling- modified ordinance that was advertised. New ordinance will allow 2 bags of trash
- Recycling has changed criteria
- Market street bridge- finished date might be pushed back to end of September
- Paving program delayed due to rain; Kelly asked if alley's are included in paving plan; Neil commented that yes, they are included in street paving
- Regional Elected officials meeting
- Lancaster County Regional plan available
- Parking meter request to be covered over the holidays is before the borough

West Donegal Township – John Yoder

- Extended LERTA for Industrial park until September of 2023
- Doug Lamb is looking at expanding
- Lot 6 is building out now and is ½ leased. The business is a paper distributor (Grove Collaborative) 100 plus jobs aligned with this business
- Lot 3 is being developed as well
- Housing development is moving quickly
- Phase of 1C of Stoney Brook is underway. Phase 2 is being designed
- Phase 3 of Bishop Woods is under way. Phase 4 is being designed
- Roadwork is going well and almost complete
- Stone Gables is in preliminary meetings with staff to discuss the Belmont Barn off of Newville Road.

Mount Joy Township – Deb Dupler

- Road crew working on repairing sink holes
- Work with Conawego Township on the bridge at Aberdeen Mills
 - Removing the bridge- \$50,000. Or Repairing the bridge at the cost of \$2million
 - Nathan mentioned there is a possibility of not repairing the bridge because there are alternate roads to traverse this area. Deb stated that the farmers drive their tractors over the bridge so they want the bridge repaired

School District – George Longridge

Updated by Caroline Lalvani

- The District is looking at a 5 year financial and facilities plan in conjunction with increasing the 21st century learning model
- An updated feasibility study was completed and over the next 10 years it indicates that the district will be at a comprehensive flat growth rate
- The District is looking at short term and long term funding for renovations to Rheems Elementary school, Mill Road Elementary school and the Middle School/High School complex

Misc

- The townhomes being built across Sycamore Square; looking at developing a restaurant

- U-Grow is looking at having a groundbreaking – The location of U-Grow is off of Bainbridge Road, just before the bridge and just before Rutts road. September 19, 2018 is date of the groundbreaking

Adjourn

Moved to adjourn by Deb Dupler and second by John Yoder