

## Elizabethtown Area Chamber of Commerce

Board of Directors Meeting

April 11, 2019

Agenda

Attendance: Debbie Dupler, John Yoder, Toni Tice, Keith Yocum, Heather Hohenwarter, Tina Lutter, Glen Bootay, Caroline Lalvani, Kevin Dolan, Gail Shane, Michele Balliet  
Bob Enck, Frank Disori

Absent: Greg Grogan, Denise Thompson; Matt Denlinger

Call to Order

Approval of March 14, 2019 Minutes moved by John Yoder; second by Bob Enck

Approval of Treasurer's Report- via text from Matt Denlinger. Great news on proceeds from the annual dinner. Did request some changes: dues are reflected correctly; \$1000. Transfer made. Question for Heather from Bob Enck—Could Hollinger show what the balance of the grant? Heather does have a report and she will share. Motion to approve by Deb Dupler; Second by John Yoder

### Old Business

LERTA extension update- Last month the Chamber expressed support of the extension of the LERTA. A post meeting conversation was held to get some clarification on conditions of the LERTA. The outcome was that all properties MUST BE declared 'deteriorated' and property owners contacted. The LERTA ordinance can be modified (e.g. adding new properties) after it has been enacted.

Conversation:

- Neil Ketchum: The Boro can pass an ordinance without the School district and if no one else followed they can enact the ordinance. He will check with Boro solicitor. We now have an applicant for a LERTA in the Borough- prior to it expiring.
- John Yoder stated his understanding is: All three entities must be in approval of a LERTA- the county, municipality and school district in order to pass. The municipality must be the asking entity. John said it took him about 2 months to run through all three entities.

New Board Action: The Chamber will endorse an extension of the LERTA as it currently exists.  
Motioned by Deb Dupler; seconded by Bob Enck

### New Business

Open board director position-

- Tina Lutter discussed the process of filling this position.  
Would like to recommend Meghan Phillips from the Library to fill this position
- She would fill the vacancy by John Yoder until 2020. A motion was made by Kevin Dolan; second by Deb Dupler.

- VP position- recommended to have Bob Enck fill this position. Motion made by Deb Dupler; second by John Yoder

## Executive Director's Report – Heather Hohenwarter

### Big Picture

- Budget 2019=2020 draft will come at the May meeting; focus will be on strategically increasing the balance of our revenue, event/new initiatives/ membership
- Strategic Plan: review our progress, assess benchmarks reached, plan for next phase of progress
- Continue to shine a light on the best and brightest reflected right here in Etown

### Highlights from March

- Data Dashboard
  - 350 attendees at annual dinner
  - 24 sponsors
  - Over 60 different businesses represented
  - 130 member-donated silent auctions/ 44 from Best Authentic
  - 34 thank you letters being written
  - 1 post-event survey to be sent
  - Net profit was up
- Three new members
- 18,00 directories distributed
- Areas of Challenge- keeping focused on day-to-day events while managing a major event
- Areas of Opportunities
  - Spence Funeral Home meeting—spotlight/education model (he is re-branding his funeral home business) would like to share his story with other members. He will be having an Open house in the near future
  - Carl Freeman/ Mars- how can they continue to partnership with the Chamber. Changing from a more private status to more transparent company. How the younger generation of the Mars family is changing their way of interacting with communities. Talked about possible collaborative events.
  - Life Ready platform meeting with the EASD- how to bring our businesses into partner with our students for internships and partnerships. Jackie Spittle will be presenting at the chamber luncheon
  - Note about the March School Board meeting- student performers
  - Met with the exec. Director of Lebanon Valley Chamber, Manheim chamber, Northern Lancaster Chambers to plan first ever regional mixer – Mt. Hope Winery Barn in October- equal-distance for all entities
  - Gears Advisory Committee- 4/11
  - Meeting with Lancaster Chamber- 4/17
  - Lancaster Career Links meeting coming up- 4/17
  - College of Engineering project and Center for community and civic engagement meeting coming up 5/1

- Final Thoughts- a huge thank you to the EVENTS committee!!! The numerous hours they contributed to the Annual dinner was significant. THANK YOU to the committee members and their employers for giving so much time to the success of the event.

#### Executive Committee Report – Tina Lutter

- Thank you to the Events committee- sold out event was awesome. Because we had a waiting list we were able to let someone cancel
- Comcast referral program- discussed the privacy issues surrounding this program and reviewed the program to ensure it was a legitimate program
- By-laws—meeting next week to fully review the by-laws
  - Areas of concentration: HR plan development plan; define clear roles of President and Executive Director; financials; etc.
  - Because of the current media coverage: Core values- reviewed the by-laws for the Chamber. Tina read the mission of the Chamber and opened up for discussion.
- Discover Lancaster and Star Barn controversy - Protest on the Square today- the Chamber will close the office today. If the chamber was asked for a comment based upon our by-laws what would are statement be?
  - Tina Lutter read the following statement:
 

The Elizabethtown Area Chamber of Commerce's primary mission is to represent and promote all businesses within our area, who have a diverse array of core values. The chamber bases its decisions on membership and where it hosts events based on meeting needs, as well as providing members with venues a chance to showcase their facilities. The chamber does not endorse or denounce anyone's personal or professional social views, nor does it make social or political statements through its decisions or operations.
  - There was consensus that this was a good statement and reflective of the Board's mission.
  - Consensus of support by the board for the statement. Michele Balliet was complimentary of the pro-active statement by the Chamber. Bob Enck suggested we send statement to all Board members so they have it in case contacted by the media.

#### Events Committee – Toni Tice

- April 16 luncheon- Masonic Village
- May 9 board meeting- breakfast meeting at Masonic Village—lodge multi-purpose meeting
- May 21 – Adventure Sports event
- June 11- luncheon TBA
- July – mixer
- August-luncheon
- September – possible mixer at College
- October 24- luncheon
- Annual Celebration- review
  - Income-
  - \$2018-- \$35, 373 net profit \$17,758
  - 2019 – 55, 092 net profit \$30,021
- Reason for gain in profit: More people; more auction items; discount pricing at venue; larger sponsorships. Kevin Dolan commented that 5 years ago we were lucky if we made \$2000.00

- Will like to send out a survey to get feedback to make the event better.
- Tina suggested having student interns to use social media at the event

#### Marketing Committee – Tina Lutter

- Tabled meeting; next time they meet will review use of remaining Grant funds

#### Membership Committee – Deb Dupler

#### Economic Development Committee – Caroline Lalvani

- Discussed LERTA
- Put together a print piece that promoted storefronts that are vacant

#### Downtown Business Committee – Emily Drobknock

- April 12- promotion donations for ECHO's 5-8pm
- Block party- looking for sponsors
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#### Elizabethtown Borough – Neil Ketchum

- Public Works Garage is progressing- had a few hic ups with geo-techno issues
- Did get a LERTA for the Roth's furniture building
- Village Green apartments- going for conditional use- to fill out the Village Green properties
  - Will look like other units but more modern
  - Voted best landlords in Lancaster county

#### West Donegal Township – John Yoder

- Housing developments are very active- spike in building permits
- Industrial park continues to be active in build outs
- Will be another national presence in the Industrial Park
- The bridge on Stone Mill will be closed from May-October
- Road work is less intensive than last year.
- Railroad crossing on Bossler- will get some attention for repairs
- Train Station- Elevator needs to be repaired because of water issues that is causing the security alarms go off in main station. Therefore they are closed

#### Mount Joy Township – Deb Dupler

- Not a lot happening
- Brian Ressler will be retiring (Code compliance officer)
- Police Department – Randy Aument retired
- Bridge at Aberdeen road repaired

#### School District – Michele Balliet

- Balance budget going forward with a 2/9% tax increase
- Live Ready Model- leveraging this model to value ALL KIDS
- Concert tonight at 7pm
- Covey's seven habits= Leader in Me k-6 and moving t 7-8<sup>th</sup> grade and rising seniors with credentialing. Will look at k-12 model – which will make us the first in the area to adopt this model and maybe in the country

- Graduation is May 30
- Have to re-open up our calendar because of the Seniors- we will be forgiving June 3
- Construction- voted to move to renovate the lower level of the middle school- to save the district 4.5 million in debt service. GEARS will be relocating at the end of their contract. The Rifle team will need to relocate or partner with outside business. We will be realigning 6<sup>th</sup> grade with high school. Third grade will move over to Bear Creek. Looking to have 11-12<sup>th</sup> graders out of the classroom more, so we won't need to create as much space in high school. Rheems will be next for renovation. A decision will be made on Mill Road Elementary school after renovations made at Rheems. Timeline- for middle school renovation is 2020 summer- will take 1 year; 2021 will start the moving of grade levels- will last 3-4 years.
- New Business manager on board- Jeff Annaman.
- Providing busing for day care centers and the schools for next year

#### Misc. Comments

- Bob Enck—ECHO's update: 2018 – servicing over 1000 people in 2019 over 2000.
  - Question- housing in Etown is scarce and housing is expensive in Etown. Need for subsidized housing- is there a way to get more incentives to support housing. Neil- this will be part of the regional and county discussions. This is a big issue, and impacts homeless kids in the district. Tina- reminded people that MV has the children's home that provides a 'stable home' that is impacting the transformation of kids.

Meeting Adjourn- moved by John Yoder; second by Michele Balliet