

Elizabethtown Area Chamber of Commerce

Board of Directors Meeting

January 10, 2019

Meeting Minutes

Attendance: John Snowden, Matt Denlinger, Debbie Dupler, John Yoder, Toni Tice, Keith Yocum, Heather Hohenwarter, Greg Grogan, Kevin Dolan, Emily Drobknock, Gail Shane, Denise Thompson, Tina Lutter, Glen Bootay, Caroline Lalvani, Michele Balliet , Bhumika Lunyal, Matt Denlinger

Absent: Neil Ketchum, Bob Enck,

Call to Order- meeting called to order and introductions made

Approval of November 8, 2018 minutes—John Yoder motion to approve; Tina Lutter seconded. Motion approved

Approval of Treasurer's Report-

Matt commented:

- Jewel David Ministries loan has been satisfied
- The repayment of loan to Doug Lamb has been satisfied
- Dues are coming in on a consistent basis
- Motion to approve financials by John Yoder; second by Kevin Dolan. Motion approved

Old Business- none

New Business

- The executive committee approved in-kind membership to Cornerstone for use of facility. Board approved the in-kind membership
- comments: Cornerstone does rent out their facilities- the Chamber could help promote the venue as part of the membership/space usage agreement

Reports

Executive Director's Report – Heather Hohenwarter

- Heather changed the focus of the report. Changing from a listing of activities to a broader picture of the organization
- Discussed the purpose of the Organization; the strategic goals; target organization and local economy grow. Highlighted the emphasize on economic growth; membership growth and positive engagement with the Chamber of Commerce
- Highlights from November and December
 - Data Dashboard:
 - Mixer attendance for November was over 130 people. Record attendance
 - 12 new members

- Christmas TreEtown webpage received 713 visits
- Holiday Window contest was a success
 - 37 businesses participated; over 2000 individual votes for the contest which gave exposure to the Chamber webpage
- West Donegal and Mt. Joy Township increased their funding to the Chamber
- M&M Mars increased their contribution as well
- o Membership communication- using the new CRM system has helped to streamline the workload of the staff. Having a better communication tool has allowed the staff to manage the membership dues more efficiently and effectively
- o 2-2-2 System developed by the Membership committee has been successful and effective
- o Destination E-Town Umbrella as an outgrowth of the BBT grant
 - Christmas TreEtown brochure
- o Areas of Challenge
 - Downtown Etown Revolving Loan fund
 - How do we market better; how do we get more applications?
 - Committee Growth and Engagement
 - How do we prevent 'burnout'?
 - How do we recruit more members
- o Opportunities
 - Development new model for committee membership
 - SEI partnership with the Chamber
 - Londonderry Township relationship and engagement (they do not have a chamber)
 - Lancaster County EDC – increasing engagement
 - Revisit strategic plan and modify and tweak to continue growth
- o Future thoughts
 - Look at our KPI health
 - Look at our pathways and guideposts
- o Questions/comments
 - Tina mentioned that new members are bringing in some new ideas and thoughts

Executive Committee Report – John Snowden

- Continuing to work on By-laws
- The committee did not meet in December

Business Committee – Emily Drobknock

- Informally met on January 9, 2019
- Thank you to the Borough for allowing parking meter coverings over the holidays
- Christmas TreEtown was a success and beneficial to the downtown businesses
- 2nd Friday is January 10, 2019
- De-brief meeting of Christmas TreEtown will be forthcoming along with pre-planning for next year
 - o Heather mentioned formalizing a committee to grown and monetize this program
 - o Heather mentioned a lot of opportunities are available to grow this event
- Kevin Dolan would like the Chamber to formally thank the Borough for the coverage of meters. John will follow up as it was agreed upon by the Board

Events Committee – Toni Tice

- Review the Mixer
 - DreamMaker Bath & Kitchen is next mixer on January 17, 2019
 - February 12 luncheon is confirmed at Nordstrom (limited to 60 ppl)
 - Atomic Design is speaker
 - Committee has mixers booked through June
- Annual Gala—March 29, 2019 at Star Barn
 - Nordstorm; DDMP, Remax Northwest Regional, Etown borough are committed as sponsors
 - Review of auction items; working on-line auction. Please have donations in to committee early with picture and item to promote through social media
- Two new members- Jessica Schafer and John Smith
- December luncheon was a success
- Reworking Committee role and responsibilities. Cori Breault, from Elizabethtown College who is a member of the Events Committee, took the initiative to redesign and created a template that organized the work of the committee. Created was a document that outlined the role and responsibilities of the committee as well as included event planning guide and resource that the event committee will use. The document includes an evaluative piece and benchmark reports for events.

Tina Lutter asked if the template could be modified for all committees

Marketing Committee – Tina Lutter

- Committee needs some new members
- Meetings are scheduled for the year- first meeting is January 15
- Tina would like to look at Cori's tool and adapt to her committee
- New year will help launch new ideas and committee will look at more bench marking their work
 - Heather would like to give an update on the marketing plan as well that will help with the benchmarking and pivoting that supports the mission of the Chamber

Membership Committee – Deb Dupler

- Committee did not meet in December
- The 2-2-2 process is being implemented
 - Please look at link that was sent out in last newsletter that outlines organizations for board members to reach out as part of the 2-2-2 plan
- Committee is reaching out to old members to get them re-engaged in the Chamber
- Gail and Caroline are not getting emails from Chamber

Economic Development Committee – Caroline Lalvani

- Meeting to be held next week- Jan 16 meeting
- New members are welcome

Elizabethtown Borough – Neil Kechum

- No report

West Donegal Township – John Yoder

- Industrial Park development- lot 6 and lot 3 are occupied
- Additional lots are being looked out

- Final phase of Bishop Woods will be before the planning commission
- Final phase of Stoney Brook will be reviewed next month
- Star Barn is moving along and develop

Mount Joy Township – Deb Dupler

- Road improvements ongoing
 - Turnoff from Beverly onto 743
 - Cloverleaf exchange
- Snow fences are being put up- working as no snow!
- Reorganization meeting held – no changes
- Mill road bridge- John Yoder asked for an update; Deb said estimates are coming in the next 3 weeks
 - Multiple meetings with Conewago Township to work to fix the bridge and make into a two lane b/c Dauphin county had some money to contribute.
 - Township doesn't have the money for a 2 lane bridge
 - Estimates for a 1 lane bridge are coming in by the end of this month
- Fields- new fields will be playable by the summer and scheduled through GEARS

School District – Michele Balliet

- Leadership changes-
 - George Longridge is leaving on Jan. 15 for a new position
 - Jeffrey Ammerman was hired as replacement for George Longridge.
 - Interim management services will be implemented- to help the district through the budget season
 - Several changes to principals and assistant principals due to staff taking positions in other districts
- Renovations to the following buildings are being considered
 - Rheems renovations
 - Mill Road
 - Middle School/High School/District offices
- Budget
 - Board passed a motion for staying at or lower than the index for taxes which is 2.9%
 - In the preliminary budget the district will have a deficit with this tax decision
- Book Study- *What Schools Could Be*
 - Re-envisioning schools: moving from industrial model to 21 century innovation model
- ESports Club
 - The Board approved this new club. The district will be have a team competing beginning in January.
- Moving the education model to be *Life Ready*
- Implementing the Leader In Me program to eventually be a k-12 program
- Note: January 31- Regional Elected official meeting will be held that includes the district and municipalities. Held at 7pm at EBIC.
 - Questions: by Tina Lutter

Can kids participate in CTC their junior year? Answer: Junior year is a ½ day program and Senior is full day program. Currently looking at including 9th and 10th graders. Looking at moving college classes into the high school to earn credits and dual enrollment.

Misc. discussion

- Tina Lutter announced that Masonic Village is now open for outside catering for Chamber Members.

Adjourn-- John Yoder moved to adjourn, seconded by Tina. Motion passed.