

Elizabethtown Area Chamber of Commerce

Board of Directors Meeting

February 14, 2019

Minutes

(DRAFT NOT YET BOARD APPROVED)

Attendance: John Snowden, Matt Denlinger, Debbie Dupler, John Yoder, Toni Tice, Keith Yocum, Heather Hohenwarter, Emily Drobknock, Denise Thompson, Tina Lutter, Glen Bootay, Caroline Lalvani, Michele Balliet , Neil Ketchum

Absent: Greg Grogan, Bob Enck, Gail Shane; Kevin Dolan, Bhumika Lunyal

Call to Order— John Snowden

Approval of January 10 , 2019 Minutes— moved to approve John Yoder; second by Michele Balliet. Approved unanimously

Approval of Treasurer's Report—Matt Denlinger

- Dues: \$27,000. Collected so far - request to encourage those who have not paid to pay.
 - John Snowden: Is this tracking like previous years? Heather: may not be able to compare b/c of new technology, but her sense as John's is that we are at a normal tracking rate.
- Heather and Matt have started the budget process
- Moved to approve by Debbie Dupler; second by John Yoder. Motion approved unanimously.

Old Business

- John Snowden: In May 2018 Board approved adding \$1000 expense line item to the budget. This was missed in the final budget that was approved in June.
- Would like to get this approved formally. Motion by Debbie Dupler; second by Tina Lutter. Approved unanimously

New Business

No new business

Reports

Executive Director's Report - Heather Hohenwarter

- Big Picture Focus
 - Annual Celebration –encourage this group as ambassadors for the event
 - Invite new/potential new members for the Chamber
 - Showcase auction items—expand the reach of this opportunity
 - Maximize being at the Star Barn- great opportunity
 - Membership Renewal and Outreach
 - Majority of renewals are happening now
 - Opportunity to communicate the value of the Chamber
 - Identify areas of opportunity through member contact
 - Exceed our goals for new members
 - Data Dashboard
 - January mixer- 60+ registrants
 - February luncheon- sold out with 55 registrants - tentative Feb. 26, 2019
 - 500 new brochures printed
 - New Members
 - ITP— ribbon cutting March 28 or April 4th
 - Spooky Nook (The Mighty Intern- Connor Krisco)
 - Connor wanted to be part of the silent auction recruitment
 - Over the weekend- spooky nook called to inquire about a platinum sponsorship due to Connor's initial call.
Outcome: they are a silver sponsor and joined the Chamber
 - Ardor & Sage Hair salon
 - The Ryan Davidson Law Office
 - Stonebridge Bank
 - Highlights from February
 - 142 members to receive renewal letter and renewed. They will receive: chamber decal, invitation to the Annual celebration, brochure and member benefits listing.
 - 65 overdue letters sent with invoice, invitation to Annual celebration, brochure, member benefits listing
 - Note: we need to work on the timing of when decal gets sent out. Can't send out decal on Jan. 1 when dues are due on Jan. 1. Debbie Dupler said the membership committee is reviewing how we can manage the conflict
 - Developed personal member outreach plan-
 - Maximize opportunities
 - Increase auction items at the annual dinner
 - Encourage more and better (big ticket) items that can give us extra revenue
 - Partnerships and Collaboration
 - Londonderry Township partnership
 - Areas of challenge
 - Encourage members to renew

- Who is your VIP member- someone each member can target to recruit for membership
- Silent Auction Items—we have an on line donation form to share. On website- promoting items that helps to promote organizations
- Final thoughts
 - Thanks to Events committee—
 - 5 new committee members

Misc: Debbie Dupler mentioned that there was difficulty using a laptop to order tickets for the annual dinner. Asked Heather to look into any problems.

Executive Committee Report - John Snowden

- Londonderry Twp approached the Chamber to see if we would be their designated Chamber
 - John asked for general comments from the Board for comments and feedback.
 - Heather is doing more research and will report back to the Board
 - Under the by-laws we may have to redefine our area
 - John Yoder: asked why the inquiry. John Snowden mentioned that their rationale was because they don't have a chamber. Heather was asked to give more detail on her conversation with Steve Letavick. She gave background on her conversation with the owners of Sunset Golf Course who was looking to be involved in our Chamber. Through their conversation, Steve Letavick asked about some form of partnership. Heather talked about how we have businesses in their township so it would make sense to pursue. Anyone can be a member of our chamber, so in theory the business or township could become just a member, but there might be more success and opportunity by growing and expanding the Chamber.
 - Debbie Dupler: commented that in the past the chamber was perceived as only focusing on downtown. This is improving, but there is concern that having additional township/county lines may dilute our resources. May impact relationships with municipalities. The chamber/municipal relationships are still precarious.
 - Neil Ketchum, commented on the dilution of resources, but positive of growth. Alison noted we are crossing counties and we may have issues with financial contributions especially with grant issues- i.e BBT grant.
 - John Yoder- concurred with Neil and Debbie. We need to build and solidify the relationship, foundations and resources of the Chamber and municipalities prior to expanding. He supports growth, but not growth for growth sake.
 - John Snowden: was there an agreement with municipalities for regional Economic Development at some point in time. Debbie said, not really but it was in the strategic plan
 - Tina Lutter- for clarification- we are going to learn more, but we are not necessarily going forward with the proposal at this time. Heather confirmed we would research and make a recommendation on how to go forward.

- Keith Yocum: what is the difference if anyone can join the chamber to having Londonderry Township as a partner, similar to the municipalities. Heather said the difference is in sustainability and funding at a larger level. Strategic planning would have the Chamber have partner agreements, however we are not in a position to have them in place now. Debbie Dupler and John Yoder discouraged trying to establish this type of contract.
- Neil Ketchum: Why do they need a Chamber of Record?
- Keith Yocum: Could Londonderry promote us under their chamber membership as opposed to being a chamber of record?
- John asked if anymore feedback please send to him and Heather

Downtown Business Committee - Emily Drobknock

- Candy Walk- 15 members participate
- Members of the committee will be sponsoring a table at Annual dinner-
- Partnering with ECHOS - E-Town nights in April - Fundraiser for ECHOS

Events Committee - Toni Tice

- Meeting was Feb. 5, 2019. John Smith joined the group and Lori Funk joined
 - Deb is taking care of finances; Cori Breault is secretary for the committee
 - Annual dinner: Sponsorships— 17silver; 1 platinum; 3 gold ; 1 Dimond
 - 230 seats sold for dinner (capacity is 350) Once all tables are accounted for may have only 80 individual seats available for sale. Still waiting on a few sponsorships
 - Having a fire pit; music; FX photo booth; (will use photos as marketing tool); casino games; many auction items; Hi/Lo game selling raffle tickets; Ann Shannon will be MC
 - Sports memorabilia is part of silent auction- has been selected and is being promoted

Marketing Committee - Tina Lutter

- Meet on the Feb. 15 and a meeting coming up next week
- Grant funds-how to use remaining funds (we have excess plans- so will create an addendum to the marketing plan)
 - Internships
 - Educational
 -
- Importance of restructuring committees- marketing committee should be promoting events
 - Downtown events
 - ChristmasTreEtown- promoting at Etown Fair (Santa in shorts? Hawaiian shirt?)
 - Have a give -away that promotes the chamber
 - Campfire event at Harvestview- expanding reach of the Chamber to families

- Branding
 - Need to focus on branding- making a list of items
 - Community guide- Heather is working on refresh and connect it more to our brand
- Will meet on Tuesday to redefine our purpose and role for the chamber

Membership Committee - Deb Dupler

- Working on new members- follow up with prospects
- 2-2-2 program is working- onboarding
- Update comments in link that Deb sent
- Delinquent dues- follow up with these members. Look to have an 'exit interview' for those who do not renew

Economic Development Committee - Caroline Lalvani

- Meeting at 9am on Feb. 20, 2019

Elizabethtown Borough - Neil Ketchum

- Discussing infrastructure of Public Works Garage-
- Feasibility study is complete to merge police department with Fire Company. Council will be discussing
 - Several discussions about this merger
 - Fire department may look to expand
- Feasibility study to move Borough admin to 56 Market Street as an economic development strategic plan. Next step is to look at financing.
- Land development plan- empty lot between Weaver insurance and John Smith Realtor
- Discussing (Connectivity) sidewalk options on Groff avenue and other areas of the Borough Building sidewalks inside the curb line
- RACP grant application with the College

West Donegal Township - John Yoder

No new updates

Mount Joy Township - Deb Dupler

- Construction at Bear Creek and Spring Road- worked out easement agreements to improve the road and intersection
- Beverly road is being improved
- Old Trolley line-
 - looking at phase II and funding
 - To include playground equipment

- Paving
- Fields will be ready this year
- Still working on improvements at Cloverleaf road. PennDOT is stating improvements that are beyond the cost of the Township. The township is looking at possible round-about

School District - Michele Balliet

- Regional managers and Roadmaster meeting- trying to improve inclement weather forecasting
- GEARS-update that a proposal was complete and ready to be reviewed by the GEARS board. EASD
- Michele commended the school board for participating in the What Schools Could Be - Board Book Study
- For the month of January, our facilities were used a total of **928.25 hours**, 424 hours are specific to Before and After School Child Care. These totals do NOT include District directed activities including extracurriculars and athletics.
- Brief update on 2.9% tax proposal & potential building considerations (Note: for further reading, EASD Board meeting content [linked here](#))

Adjourn