

## Elizabethtown Area Chamber of Commerce

January 9th, 2020

### Minutes

Present: Tina Lutter, Sean Dolan, Heather Hohenwarter, Deb Dupler, Caroline Lalvani, Greg Grogan, Matt Denlinger, John Yoder, Emily Drobknock, Glen Bootay, Keith Yocum, Linda Lownsbery, Matt Denlinger, Denise Thompson, Bob Enck, Frank Disori, Natalie Dixon, Carissa Hollinger, Toni Tice

Absent: Michele Balliet, Meghan Phillips, Neil Ketchum

#### Call to Order

- Approval of December 5th, 2019 Minutes-
  - Moved to approve – John Yoder and second by Deb Dupler; approved
- Approval of Treasurer’s Report
  - Moved to approve – Greg Grogan and second by Deb Dupler; approved
- Old Business
  - Nothing of note- took care of many items at the December meeting
- New Business
  - Nothing of note
- Executive Director’s Report – Heather Hohenwarter
  - Big Picture items
    - Membership renewal-
      - revenue coming in rest of the month and moving to an anniversary renewal
      - No complaints on 10% increase.
    - 2020 Focus/Strategy
      - Executive committee planning-
        - Strategic planning- revising and reviewing the 2016 plan and modify for going forward
        - Policy and Procedures Manual review
        - Renewed Funding Opportunities and Next Steps
          - BB&T Economic Growth fund grant- request for reallocating funds from the revolving loan fund to Discover Elizabethtown initiative
          - Masonic Villages- Masonic Villages has approved their initial funds for the Revolving loan fund be used for other initiatives that will be supporting community growth and does not need to be paid back to Masonic Villages.
      - Discover Elizabethtown
        - Website development
        - Is this program affiliated with any of the committees? This is under discussion as the program will be expanding given the additional funds being used to grow the program. The executive team will be

reviewing where this fits within the organizational structure

- Highlights from December 2019
  - Data dashboard
    - New members
      - Manchester Teas and Tarts-
        - Ribbon cutting scheduled for January 17<sup>th</sup> at 2pm
      - Carinis-
        - Grand opening and ribbon cutting- TBD within next 2 weeks
      - Farmers Insurance
      - More Décor & Gifts
      - Twisted Easel
    - Holiday Luncheon with Legislators
      - Special thanks
        - Harvest View for donating the space
        - Masonic Villages for supplying linens
    - Christmas TreE-town
      - Community engagement- approximately 75-100 people attended despite inclement weather
      - Snowball Crawl Success- had over 500 people interested in the event but only 40 available spots due to event location space limitations. Learned a lot on how to improve for next year
      - Special Thanks
        - Keith Yocum and Glen Bootay- on getting trees up at the square
        - Century Home Improvement- smores firepit huge success
  - Areas of Opportunity
    - Business Walk and Downtown Business Roundtable and Breakfast- Thursday, February 27
      - Partnership with the Economic Development Company of Lancaster to touch base with key Etown Businesses and discuss the opportunities and challenges they face. Educate about available resources and provide a forum to help economic development professionals understand the important issues facing local businesses.
    - Collette Travel- exploring travel program that will be marketed to Chamber members through a 3<sup>rd</sup> party. This could be a revenue stream for the Chamber with a zero cost to the Chamber. GEARS works with the same company
  - Coming Up
    - Year-in-review presentations
      - Women in Business Gathering: January 28, 2020
      - Member 101 lunch: January 15, 2020
      - Educational Series- Mastering Facebook for Business Promotion: February 5, 2020.

- Annual dinner: March 27, 2020- sponsorships are available- this is our largest fund-raiser. This year we will have a comedian ventriloquist at the event. Thank you for all the hard work from the board to make this event such a success
- Executive Committee – Tina Lutter
  - John joined us a new Vice President
  - Strategic planning- will be reviewing.
    - Heather has been doing research on what influenced the previous strategic plan and in doing so has realized that there is not a lot of structure and policies to support the strategic plan, so an organizational chart will be reviewed along with policy and procedure manuals that are relative to the structure of the organization and what will support the strategic plan moving forward. Once reviewed by the Executive team, it will be sent to the full Board for review.
    - Award nominations for the annual dinner- please nominate a business or an individual
- Events Committee – Toni Tice
  - Met this week and are enthusiastic about the events coming up:
    - Annual dinner- March 27, 2020- silent auction partnership forms distributed to the Board. Sponsorship commitments due January 17, 2020. REMAX committed to a Gold sponsorship during the meeting!
    - Mixer- January 23, 2020 it's at SureStays open house from 4pm-7pm with ribbon cutting at 5pm. This is in conjunction with Mt. Joy Chamber.
    - Luncheon- Feb. 11, 2020 is at Masonic Village
    - Mixer- may add a March mixer due to multiple requests
    - Luncheon- April 8, 2020 – will be a High Tea at the CTC center
    - Mixer – May 2020 – specific date tba
    - Luncheon – June 8<sup>th</sup> or 9<sup>th</sup> at the Incinerator in Bainbridge
    - Mixer- July at Sunset golf course – date tba
- Marketing Committee – Keith Yocum
  - Will be meeting shortly
- Membership Committee – Deb Dupler
  - ?
- Economic Development Committee – Caroline Lalvani
  - Meeting being scheduled
- Downtown Business Committee – Emily Drobknock
  - Christmas Tre-Etown went very well
  - Thank-you's to the Borough for meters being covered and their support
    - Would like to extend the free parking for longer, but impacts tenants parking on the street. The Borough is open to occasionally covering meters for special events. The group may propose (what?) to the Borough. The committee 'bags' the meters
    - Planned the schedule for 2<sup>nd</sup> Friday's
    - Looking at the role of the DBC within the Chamber
    - Sweetheart stroll coming up in February
    - Continuing conversation regarding the coordination of Discover Elizabethtown and the Events Committee so not to duplicate efforts
- Elizabethtown Borough - Neil Ketchum
  - Neil is continuing to be the representative from the Borough to the Chamber
  - Drop in luncheon for Roni Ryan on January 17

- West Donegal Township – John Yoder
  - Looking at road projects for 2020
  - Bella-Aqua- swimming pool supply company coming to the Industrial park
    - Looking for employees! Some delivery but mostly day shift workers
  - McDonalds- coming in to request permits and zoning approvals to demolish and rebuild the business and looking to change access and parking
  - Housing development is continuing
- Mount Joy Township – Deb Dupler
  - Adopted short-term lodging standards
  - Working on 2021-2025 road improvement plans
  - Bear Creek Spring Road- utilities were moved but can't finish realignment until spring
  - Paving overlay schedule being determined
  - Harvest Road Reclamation
- Tina Lutter for Michele Balliet
  - Recommending the hiring of a new director of facilities and finance
  - Continue Life Ready model for the district
  - Covey's 7<sup>th</sup> Habits is continuing to be developed for all students
  - All scheduling of district facilities will be through the district and not GEARS
  - Renovations continuing at Middle school. Relocation of students and staff will follow renovations
- Business Round Robin
  - Bob Enck
    - GEARS search committee update. Director position was offered but turned down. Interviews will be continued until someone is hired. Barry will continue on a temporary basis
    - The growth of the Chamber is exciting. The caution: find a balance between the downtown focus and economic development of the area. Funding issues- dues are important but need to pay attention to alternate funding sources. Chamber team is working well.
    - Look to include student interns
  - Frank Disori- Mars update
    - 50<sup>th</sup> anniversary of Mars purchasing Kline property. Activities will be planned for late summer
    - Zoning reviews are ongoing for upcoming improvements over the next 3 years
    - Drone over photographs are being done with time lapse and may be shared with Chamber
  - Tina Lutter- general comment
    - Staffing of many of the larger organizations is becoming competitive. Ride-sharing article was interesting and might be of interest to our companies. Commuting is an issue. Very expensive to use the train, should look at working with Red Rose busing. Deb Jones noted that Etown is the 2<sup>nd</sup> lowest usage for busing from Lancaster. Could we look at collaborative partnership that would help with community bus service to assist with employment opportunities? Heather will add to the agenda for the EDC committee
  - Adjourn- moved by John Yoder and second by Greg Grogan. Approved.