

Elizabethtown Area Chamber of Commerce
Annual Member Meeting
November 8, 2018
Minutes

Attendance: John Snowden, Matt Denlinger, Debbie Dupler, John Yoder, Toni Tice, Keith Yocum, Heather Hohenwarter, Greg Grogan, Neil Ketchem, Kevin Dolan, Susan Zeager, Emily Drobknock, Meghan Phillips, Gail Shane, Denise Thompson, Kelly Fuddy, Deb Drury, Tina Lutter, Michelle Pinzon, Glen Bootay, Caroline Lavani

Absent: George Longridge, Bhumika Lunyal, Nathan Lamb, Bob Enck

Call to Order – John Snowden

Chamber's Annual Report- Overview

- Annual report will be sent to the membership

Introduction of Nominees

- Greg Grogan, Remax/Pinnacle *Current board member
- Meghan Phillips, Elizabethtown Library
- Gail Shane, Stone Gables Estate/Star Barn
- Denise Thompson, BB&T
- Keith Yoder, Elizabethtown Family Chiropractic

Election of Directors –

- Ballots passed out by Heather Hohenwarter, Talled by Matt Denlinger

Time for member comments

- Feedback, benefits or room for growth
 - Excited about the new website and customer management system—John Snowden
 - Social media management has been a real success—Deb Dupler
 - Tina agreed about social media; lots of excitement about the Chamber now; the marketing and branding and communication is excelling. The Chamber is now vibrant and 'out there' to support membership; community involvement and cooperation. Great to work with so many businesses to achieve success. – Tina Lutter
 - From West Donegal perspective- it has been a night and day change. Each year it was a struggle to help support the chamber, but this year there was much more willing to increase funding for the chamber because of how successful the staff has been—John Yoder
 - The effort on the calendar is getting so much better- very good start—Deb Drury
 1. It needs a little more love; Heather shared that we are testing a new tool so that each member can upload their own calendar event. It has to be approved by staff; but should help.
 2. The staff has been enthusiastic and it shows. – Glen Bootay
- Member benefits? Comments solicited by Heather Hohenwarter

- Example, discounts to members of the chamber by a chamber business
- Kelly Fuddy mentioned we need to advertise more; need to send out more reminders about the discounts offered. Having a dedicated post for them was suggested by Emily
- Deb Dupler suggested placing it quarterly in newsletter
- Heather suggested placing placard in windows of businesses to promote the discounts
- Kelly Fuddy mentioned that we are welcoming new members better through the membership committee and are going to extend to current member.
- Suggested to have a link or 'button' on website for members to give feedback- Heather will take care of it

Heather Thanked the Board for allowing her to dream big and to move with new ideas and initiatives. Thanked her staff, intern, volunteers as well

Election Results: Greg Grogan, Gail Shane, Keith Yocum, and Denise Shane elected

- Heather will have a New Board member orientation packet and will schedule a meeting with new members as well.

Adjourn- Move to adjourn by Deb Dupler and second by John Yoder; Approved.

Elizabethtown Area Chamber of Commerce
Board of Directors Meeting
November 8, 2018
Minutes

Call to Order by John Snowden

Approval of October 11, 2018 Minutes- Moved to approve by Kevin Dolan; Seconded by Greg Grogran

Approval of Treasurer's Report Highlights

- on income statement: moved \$3,000.00 from the BBT grant to operations
- We incur \$7,500.00 each month in spending. We only have \$9,500.00 in account so there is a shortfall for the next 2 months. Encouraging all members who can pay to please pay early. Invoices will be available on line for payment. Invoices will be out by November 15, 2018. A number of reminders will be sent out as well.
 - Mt. Joy Township and West Donegal will look to pay earlier
- Old Revolving Loan payments: We owe Doug Lamb \$2,500.00 and we are expecting final payments from Jewel David- their balance will be paid by December 31, 2018.
 - Motion by Deb Dupler and Seconded by Deb Drury that we pay Doug Lamb back when final payment of Jewel David Ministries is paid. Approved.
- John Yoder moved to accept the treasurer's report and Deb Dupler seconded. Approved.

Old Business

Appointments – Kevin Dolan to fill Deb Drury 2019, Glen Bootay Presidents appointee 2021

- Deb Drury has resigned her position- Kevin Dolan nominated to fill out the remainder of Deb Drury's term. Motion by John Snowden to approve; Neil Ketchum seconded. Approved
- John as President is nominating Glen Bootay as a member at large, seconded by Deb Dupler. Approved
 - Glen's background: lived in Etown since 1988; owns Eastern Mobile Wash since 1993; his office is in Dauphin county with an Elizabethtown Address; more than willing to serve on the board; was involved in Boy Scouts; is involved in Rotary and will be there incoming President

Election of Officers

- Proposed Slate:
 - John Snowden, President
 - Tina Lutter, Vice President
 - Caroline Lalvani, Secretary
 - Matt Denlinger, Treasurer
- Moved to approve slate of officers by John Snowden (the slate came from the nominating committee) Deb Dupler moved to approve the slate as presented; seconded by Kevin Dolan. Approved

Reports

Economic Development: Revision of Destination Loan Guidelines

- Document- Destination E-Town Loan Fund Guidelines passed to all members
 - Approval of the guidelines were made in a previous board meeting;
 - Heather gave a brief overview of the grant
 - Applications for the loan have been solicited and promoted
 - Have 2 interested groups but no applications were filed
 - Applicants were contacted to give feedback on why not filing
 - Results were shared with the Economic Committee
 - The Committee met and made changes that are in bold in the document
 - Clarified Eligibility
 - Clarified Credit report/credit check
 - Increased loan amount
 - Declaration of confidentiality
 - Set rates and fees
 -
 - Discussion about businesses that are out of the ‘footprint’ of the loan criteria
 - Tina moved to approve changes; and Susan seconded. Approved
- Question by Kevin Dolan: What is the actual procedure for approval of loans? Is it up to the Economic committee or Board as a Whole?
 - Conversation of confidentiality ensued. Should the EDC approve the loan and then the Board approves the release of funds?
 - Kevin Dolan asked: “What is confidentiality- is it the plan and the financials of the applicant? If so, could the Board just approve the plan without the financial? One complication if Board approval is needed then how long will it take to get loan approved. John Yoder suggested that the Board can ratify the loan approvals. Kelly Fuddy suggested that when applications come in, then the EDC notifies the Board of potential application(s). Feedback could then be giving by Board members prior to the application process beginning. Tina Lutter, asked that under the confidential clause of the procedures needs to be altered
- Deb Drury moved : to accept the amended guidelines as just approved, however in January the document will be revised. In the interim the EDC has the ability to accept or decline any

application. The EDC will review the confidentiality clause of the Guidelines. New amendments will be considered in the January meeting. Seconded by Tina Lutter. Approved

- Suggestion: all personal and business and proprietary financial information will be confidential within the EDC;
- Have the decision making process added to the document was recommended by Deb Drury

Downtown Business: Christmas TreE-town—Emily and Heather

- All is going well; brochure is being designed; window decorating contest is moving along; the shuttle from Masonic village is approved; 4 trees will be placed in the downtown area- for lighting and decorating; (need assistance to place trees in square) - Deb Dupler suggested talking to Kenny with the Borough to get advise on how to place in the square; donations for prizes for window decorating are being solicited; the judging on the windows takes place the first week in December. Winners are announced at the parade. Brandt's and ReMax have donated money for the winning prizes.
- The high school has just put out applications for national honor society; students will be looking for volunteer hours

Events: Sponsorship packages & costs—Toni Tice

- Mixers are going very well
 - Funks mixer is at 105 attendance- sign up is NOW
 - December is luncheon at Hennegan's
 - Jan
 - Feb 12- Atomic Design is feature
 - March is annual dinner: prepared budget for annual dinner; have sponsor packages available; tickets will be \$85.00; we have 4 sponsorships available; silent auction items will be solicited early so can promote; theme—Elizabethtown Shines; casino activities with other enhancements will be a part of the dinner
 - Working on summer events

Appreciation of outgoing members: Deb Drury; Nathan Lamb and Susan Zeager

Other timely items from committees

- Membership Committee report- Deb Dupler passed out a sheet that described New Members in the past year;
 - Value in joining the Chamber: Roll out of the 2-2-2 program (within 2 days they get new member welcome packet; within 2 weeks they get a call from a Board member; within 2 months they attend a chamber function)
 - Deb asked that members of the Board review the list and then take one or two members on the list to reach out to and help implement the 2-2-2 plan

- Notify Deb of those new members to mentor; please report back to the office when making contact
- Would like to build up the testimonials
- Please reach out to new members when available

Adjourn-John Yoder moved to adjourned and Tina Lutter seconded; approved