

Elizabethtown Area Chamber of Commerce
Annual Meeting
February 13th, 2020
Minutes

Present: Heather Hohenwarter, Matt Denlinger, John Yoder, Glenn Bootay, Neil Ketchum; Bob Enck, Michele Balliet, Bob Enck, Linda Lownsbery, Carissa Hollinger, Tina Lutter, Toni Tice, Denise Thompson, Keith Yocum, Emily Drobknock

Absent: Sean Dolan, Meghan Philips, Frank Disori, Debbie Dupler

Guest: Dan Forry

Call to Order

Approval of January 9th, 2020 Minutes—

Comments: none

Approved: Motion to approve John Yoder; second Glenn Bootay

Approval of Treasurer's Report— Matt Denlinger. The contributions from West Donegal and Mt. Joy Townships have been received. Nothing else noteworthy. Motion to approve Michele; second by Greg Grogan

Old Business

Annual Celebration support— Heather Hohenwarter

update: Fewer sponsors for the event this year; 2 have declined to renew. Looking for other co-sponsors: The committee has reached to Grove Collaborative and Amazon for sponsorship. Encourage more items for the silent auction.

Ideas: each board member brought a bottle of wine and auctioned the wine; could use beer or other items. Could use wine items that have been left over from some events. John Yoder suggested taking a cooler with beer and snacks-like a tailgate item. Looking to get excursions and experiences to auction off. Denise Thompson inquired on specifics of the sponsorship. We have 3 silver sponsorships less than last year. We have one that looks like they are going to sponsor leaving 2 sponsorships open.

New Business

Annual Celebration Awards

- a. Rising Star Award
- b. Chamber Appreciation Award
- c. Jack Hornafious Lifetime Achievement Award

Reminders are going out seeking nominations for the Rising Star Award and the Chamber Appreciation Award. The Jack Hornafious Award recipient is also being considered and is decided upon by the Chamber Board of directors. Nominations were sought, and one recommendation was given. Tina Lutter moved for approval and the motion was seconded by Glenn Bootay. Motion approved.

Note: The MC will be a ventriloquist.

Executive Director's Report – Heather Hohenwarter

Big Picture Focus:

The Business Walk February 27, 2020 with the Economic Development Corporation in Lancaster along with the Borough. Have some time slots. We have 8 appointments available.

- Kick off with a Business Roundtable Breakfast at 7:30am with Downtown merchants.
- One-on-One meetings

The Hub

- 2020 Focus
 - Strategic plan development for the Chamber
 - Policies & Procedures Manual draft
- Marketing Plan Phase 2
 - Research and Finalization
 - Completing draft for March Board presentation
- Annual Celebration

Data Dashboard

- 7 new members
 - House on the Rock/The Marriage Hub
 - Beef Jerky Outlet
 - Evo 206 Coffee Co.
 - The Hive/Hub on Market
 - Countryside Property Management
 - Whisk Café
 - Studio 57 Promotions
- Kicked off new programming
 - Women in Business Unplugged- 19 registered
- Business Educations Series
 - Optimizing FB for Biz
 - Upcoming sessions feature College Print Shop, Granite Creative Group
- Chamber 101: New Member Lunch
 - Hostetter & Hostetter CPA, Moonstone Manor, Dr. Jane Drobin/Naturopathic, My Ready Link

Coming UP:

Year in review presentation

Get list from Heather

Executive Committee – Tina Lutter

- Discussed items related to the Strategic Plan and the Policies and procedures manual

Events Committee – Toni Tice

- Annual Meeting
- Luncheon at Masonic Village was well attended
- March Mixer- Fancy Unicorn/Found in You; March 5 from 5:30-7pm
- April 8- High tea at the Mt Joy CTC – we have 6 sponsors for the tea
- May mixer will be at Sunset Golf Course- date TBA
- June luncheon will be at the Incinerator

Marketing Committee – Keith Yocum

- \$22,000 is available for marketing
- Signage to promote the Elizabethtown area, meeting with ITP next week. Will look at putting signs at the Train Station and empty storefronts to promote the area.
- Looking to get Elizabethtown on area hiking and walking maps. Lots of visitors using the trails and parks. Could consider designing our own hiking and walking map
- Looking to advertise on billboards
- Have designs to share with the Board in a few weeks.

Membership Committee – Heather Hohenwarter covered in ED report

Economic Development Committee – Caroline Lalvani

- Working on the Business Walk

Downtown Business Committee – Emily Drobknock

- Tour of the Hive
- Etown College student would like to beautify the downtown in the Spring. The art students would like to work on the storefronts
- Cross promoting businesses
- Looking at integrating more with the 2020 strategic plan. There appears to be a lot of duplication with the work of the Downtown committee and other committees. Would like to re-structure the committee to work more collaboratively with the committees of the Chamber. Look to have this committee be a sub-set of the Events Committee.

EASD – Michele Balliet

- Introduced Dan Forry, the new Director of Finance for the School District
- Proposal to the School Board: Consolidation of Schools
 - Primary schools will be K-2
 - Intermediate will be 3-5
 - Middle School will be 6-8
 - High School will be 9-12
- Renovation of the lower level of the Middle School to accommodate the transfer of 6th grade to the Middle School. Bids are out, and construction is scheduled to begin this Spring.
- Consolidation of Primary Schools to Two schools
 - Looking at not renovating Rheems (\$14 million project) and looking to only have 2 schools.
 - Will present update on research at the School Board meeting in March. There is a time sensitivity for a decision due to PlanCon money being available for the renovation of Rheems, which is May.
 - GEARS contract update: The School Board decided that the School District will no longer be involved in the Governance of GEARS. There has been a lot of community conversation regarding this decision, making apparent there is a lot of mixed messages about the relationship of the School District and GEARS. The School District is continuing a partnership with GEARS for before and after school care but will not be overseeing the governance.

- The school district is reviewing the financial impact of non-school sponsored events and will be applying usage fees for the Schools facilities. A committee has been formed to look at the costs to the school district and make recommendation on fees.
- Additionally, the executive boards of GEARS and the School District will be meeting to discuss
- The State budget for 2020-2021 will be providing an increase of \$71,000 to the basic education fund. There are multiple funding streams from the State. The total amount from the State is approximately \$19 million out of our \$63 million budget.
- Another change by the state is in security and safety budgets. Last year there was \$60 million available. In the current proposal it will be \$15 million.
- One question by Tina Lutter- with the 6th grade moving to the Middle school, has there been consideration to the increase in traffic and increase use of the gym and other larger spaces? Michele indicated that Yes, they are looking at each of those issues in lieu of this change and future renovations to the Middle School and High School.

West Donegal Township – John Yoder

- Major parking lot in the Industrial park is almost complete. The secondary lot will be started in the next month. The goal for Amazon is to get all their vehicles into these parking areas. Seeing many Amazon trucks, but not as many FedEx vehicles because Amazon no longer uses FedEx to deliver.
- McDonalds received their zoning relief. The renovation project is on course for this summer. It will be a complete tear down and rebuild project. This McDonalds is one of the top producers. They will be closed for 120-160 days.
- Road projects are ready to start in the Spring
- Continuing to get interest in the industrial park. Bob Enck asked if we can promote the whole 283/230 corridor, especially the Cloverleaf intersection area. John said yes, but it's going to be through the EDC
- The County is starting to ramp up on its Regional Planning Comprehensive plan. John noted that West Donegal, Etown Borough and Conoy and Mt. Joy Township are a regional collective that creates a comprehensive plan.
- Vision Elizabethtown LLC-looking at additional Industrial uses along Rt. 230 in Londonderry

Mount Joy Township – Deb Dupler

- No report as Deb was absent

Elizabethtown Borough - Neil Ketchum

- Change their ordinances for re-development. Looking at changing ordinances within the mixed-use zoning area. There is interest in developing higher density residential units near the Train Station.
- Old Borough garage on Plum Street— it may be up for sale soon.
- Advancing the 56 North Market projects. Will be moving forward with renovations.
- Conoy Crossing next phases are under review.
- HOA in Conoy crossing – parking needs have changed and there is interest in adding parking. Borough will review.

- Annual audit is coming up.
- Transition of manager is complete.

Business Round Robin

- Toni Tice commented that the renovation to the office looks great.
- The laundromat on Market Street has gotten new machines.
- Yorgey's on market will be converted into a convenience store.
- The Moose- has been sold.
- Correct the minutes from last month to delete the duplicate reference of Matt Denlinger's attendance.

Adjourn