

## Elizabethtown Area Chamber of Commerce

March 12th, 2020

Minutes

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

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

**Call in:** Heather Hohenwarter, Linda Lownsbery

### Call to Order

Approval of February 13th, 2020 Minutes-moved to approve by Michele Balliet with amendment; second by Neil Ketchum. Amendment is to add Greg Gro

Approval of Treasurer's Report Moved to approve by Michele Balliet and second by John Yoder. Approved

### Old Business

Annual Celebration Award Nominees Update

Chamber Appreciation Award and the Rising Star Award recipients approved.

Hornafius Award- Lifetime Achievement Award: Defer the award presentation to next year moved by John Yoder and second by Greg Groban. Passed.

### New Business

- a. Coronavirus Action Plan and Annual Celebration
  - Heather Hohenwarter reviewed contracts and reached out to venue – to discuss options
  - C&J Catering sent a letter that they would prepare boxed meals
  - State has not mandated large group cancellations
  - Star Barn is working on a plan
  - Insurance company- no provisions to manage this situation. Could possibly purchase one day insurance for \$1500.00 but it may or may not cover our costs.
  - Expenditures to date:
    - Catering \$3200.00 deposit of \$13,000.00 free
    - The have 50% cancellation
    - Entertainment \$20.
  - Star Barn \$2100.00 deposit
  - Out of pocket is \$7,500.00 to date but will have to pay additional \$5,000.00 to Star Barn because of cancellation fee policy of contract. Will need to pay additional fees for entertainment.
  - Amount collected: \$35,000.00 in revenue collected thus far.
- b. Conversation about cancelling the event and rescheduling:
  - Michele Balliet: School District is remaining open; but it is a fluid decision  
Anyone who wants to travel for field trips outside of Lancaster Counter are cancelled  
All Healthcare providers with the CTC are restricting placements  
School healthcare provider:

Tina Lutter: Masonic Village are following the CDC. They are not restricting travel and visitors to Masonic Village.

- Heather has talked directly to contacts.
- Recommendation: plan to postpone the date and reschedule. Move to postpone by John Yoder and seconded by Debbie Dupler. Amended to postpone dates but to avoid July and August. Motion and amendment moved by John Yoder and seconded by Debbie Dupler. Approved
- Communication: How do we manage refunds for sponsors and individuals? Sponsors should be contacted personally by the events committee; if reservations came through the website then notified by website. Look to use communication to announce the postponement with details forthcoming. It is recommended to try and get the new date to include in the announcement.

Chamber office: protocols for operation- should follow the CDC. Toni and Denise have been working on a HR policy. At this point in time will follow state and CDC guidelines.

#### Committee Change: Downtown Events Sub-Committee Update

Heather and Carissa: conversation about restructuring the committee structure regarding the Downtown Committee. Proposal is to merge the Downtown Committee under the Events committee since there is an overlap with event planning with the Downtown Committee and the Events committee. Additionally, the Downtown Committee would have access to funding and marketing supports.

#### Executive Director's Report – Heather Hohenwarter (via Conference Call)

- Business Walk- 8-9 individual visits with 20+ businesses at the breakfast- very successful
- Annual Report
- Invoicing organizations for dues payments
- Carini Pizza and Country Joy Flowers are new members
- Personalities in the workplace – event was good
- Met with new owners of the Moose building at the new member lunch
- Met with managers at Spooky as they want to be more involved

#### Executive Committee – Tina Lutter

- Discussed the Strategic plan
- Annual Dinner
- HR Policies

#### Events Committee – Toni Tice

- March Mixer – very well attended
- April – High Tea at the Mt. Joy CTC center
- May Mixer- Sunset date pending
- June – Incinerator date TBA
- July – Keith will be providing

#### Marketing Committee – Keith Yocum/Natalie Dixon

- Vision Board for Discover Elizabethtown
- Signage- to create signs for vacant store fronts in the downtown. Currently only 4 businesses
- Want signs to be reusable
- Will promote Discover Elizabethtown

- Will have for sale/lease information
- May offer signs for sponsorship
- May advertise events going on downtown
- Side note- could we link available properties for lease/sale on Chamber Website
- Will have Chamber information
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#### Discover Elizabethtown Website

- Building a calendar for the website
- Discount options for businesses to promote

#### Branding- working on revising new member packets

- Updating Chamber brochure and creating a hiking and walking brochure
- Working on a map for digital and print use. One pulls out section for downtown with the ability for overlays to use for events and chamber member changes
- Digital resources - updating
- Social media development
- Developing a Downtown Media kit for downtown and other projects.

Notes below were taken by Deb Dupler as Caroline Lalvani had to leave the meeting early:

Membership – need to regroup and get back to regular meetings

Econ Development – no update

DBC – no further update

#### Etown Boro

- Modifications to the Mars facility up for vote at borough.
- Looking at rezoning near the train station to include High Density zoning.
- Conoy Crossing – phases 4 and 5 moving along
- Borough rec'd one bid for improvements at 56 N. Mkt for \$2.8MM that was rejected. Bids put back out.
- Audit is occurring now.
- An Open House at the new garage will be on Friday, 3/13.
- PennDOT will be at next meeting to discuss parking meters at the train station.

#### WDT

- McDonalds will be before the Planning Commission for tonight for approval.
  - Comp Plan is being worked on.
- c. PennDOT closing Turnpike Rd beginning 3/16 at various locations from 8:30-2 to replace storm water pipes in prep for repaving this summer.

#### MJT

- Working on developing 2021-2025 Road Improvement Plan that includes the extension of Eagle Parkway southward from Campus Rd.
- Cloverleaf Road interchange point of access study is back on the burner. Sen. Aument hosted meeting of all parties.
- Working with Londonderry Twp. to discuss logistics of the Conewago Creek restoration project between Mill Rd and Route 230.
- Greiner Industries is growing.
- Hoffer Tract residential development between Campus Rd and Sheaffer Rd being retooled.
- Old Trolley Line Park dedication postponed to Saturday, 9/12

16. EASD
- a. Bids rec'd so far for EAMS renovations are coming in under anticipated cost by \$700k.
  - b. Have a tentative agreement with GEARS child care to cover next 3.5 years.
  - c. Facilities use committee worked up real cost to school for use of facilities. Max cost to non-profit within Etown is 20% of actual EASD cost.
  - d. Discussed consolidation of elementary schools. Goal is not a staff reduction but the best way to deploy resources. There was a lot of community feedback.
  - e. National Honor Society awards location moved to high school auditorium next Wednesday.
- Misc.
- a. Natalie – HIS Reflection Barber Shop ribbon cutting is 3/13 at 4PM.
  - b. Megan – no change in fingerprinting services at the library.

Adjourn