

**Reidsville Chamber of Commerce
Board of Directors Regular Meeting
Chamber of Commerce Downstairs Conference Room
March 25th, 2020@ 12:00pm
Zoom Virtual Call**

Welcome

President's Report

Round Robin- Updates from each board member

ADJOURN

MINUTES FROM FULL BOARD MEETING – FEBRUARY 26, 2020 2:00pm

Reidsville Chamber of Commerce Conference Room

Board Members Present: Robbie Citty, Jeff Gartska, Beth Smith, Drew Barefoot, Judy Neal, Roy Sawyers, Kirk Smith, Kalynn Roland, Jessie Meador, Patience Fairman-Evans, Donald Carter,

Staff Present: Diane Sawyer, Debbie Ellis

Absent: Robin Pegram, Ross Apple, Anne Barham, Matt Searce, Wayne Hollowell and Terresia Scoble

Meeting was called to order by Chairman, Robbie Citty at 12:07 p.m. Invocation was given by Kalynn Roland.

Chairman asked for board members to review the consent agenda and review the minutes from the January board meeting. Chairman requested a motion to accept the consent agenda. Motion was made by Kalynn Roland and 2nd by Donald Carter.

Jeff Garstka – RDC/ED REPORT

Jeff gave out copies of an article that was published in the News and Record on Sunday, February 23, 2020. He was very pleased with how it turned out. Jeff will be doing an article for the Rockingham Now section of the paper that will be published every 3rd or 4th Sunday. The article titled “Rock it in Reidsville: City looks forward to the ‘Driving Progress’ of I-785.” In this column Jeff will discuss current and upcoming projects related to economic development and other revitalization efforts going on in Reidsville. This article will be used to share the story of the how, what, when and why of the great things happening in Reidsville. This article will be a way of sharing information with the citizens about things going on with the citizens, businesses, the city and overall community.

The city did a tally of industrial positions that were filled in Reidsville and there have been over 1100 individuals hired since the summer of 2016. This is the kind of information that new retail and business development individuals want to hear.

Jeff stated that he attended a meeting at the Governor’s Mansion a couple of weeks ago. Beta Fueling Systems on Freeway Drive received an award, Top New Exporter in North Carolina. Jeff and Leigh Cockram, Director of Economic Development for Rockingham County attended the meeting. Beta Fueling Systems employees 85 individuals. They have contracts with Delta, JFK, LaGuardia in New York, the military to name a few. The Reidsville City Council will also be recognizing them at the March City Council Meeting.

The old Nunnally Photography building has been purchased and the new owner is in the process of cleaning out the building and will be building studio apartments similar to the ones he is currently building on Washington Street n Eden. The apartments in Eden were all leased before the project was ever completed. The owner will pay for the water and the wi-fi hookup which totals about \$100 a month. The new owner stated how hard it was to get any of the banks in Eden to work with him and it took him from February of 2019 until September of 2019 to find a bank that would work with him. He stated that when he decided to come to Reidsville and build that when he came to the banks working with him, it was a much easier process. He is also looking at the old Adam’s Electric building and renovating that for apartments as well.

ANNUAL REPORT

Copies of the Annual Report were given out to board members. This report is the same report that Diane presented to City Council at their February Meeting. She stated that the pictures on the front of the report was indicative of where the chamber is headed in 2020. More emphasis on art, industry, education and celebrations. The report also included narratives from some of the individuals that visited the center. The numbers did increase this year which is an indication that the visitor center and chamber are continuously growing.

Diane discussed Facebook and how our page compared to other chambers. Reidsville came in 2nd to Mt. Airy Chamber. Robbie reported that a lot of our chamber's ideas have come from that chamber. Diane reported on Facebook statistics. According to the numbers, the visitor center has taken off. Not so much right now for the chamber but we are working on that this year. Diane feels like that text and information should be available to everyone that would like to have it and not just limited to members.,

Diane reported that she handles the online information now. Diane also reported on the Discover Reidsville NC Roku channel which shares information on what is happening in Reidsville and will keep the citizens up to date on that information. The plan is to do shows that will promote the good things going on and then it will branch off to other programs. All the shows will be done to promote Discover Reidsville. They will share different platforms, hotels, etc. Not a lot of contact yet, but it is a work in progress.

Diane shared information from our constant contacts site. The Reidsville Chamber is above the national average for people clicking on the links we have listed there.

Diane reported that when the FUN committee met for Staff Appreciation, we discussed maybe getting rid of some of the events that the chamber currently does. Staff Appreciation was the one event that we felt that we could kill. Everyone agreed that their employees enjoyed the Staff Appreciation event so we felt it would be best to keep that event on the schedule for the next year. The committee will be working hard at making this event bigger and better this year!

Overall 2020 look good. The AR report is ok and if any of the board members have a relationship with some of the members that are late on paying their dues, it would be great if you could speak with them about it.

Nothing to report on the Capital Campaign.

EVENTS:

Annual Awards was a great event. A lot of positive feedback from the attendees. Drew did an awesome filling in for Robbie. We had good food, fun and the attendance was great.

Reidsville Night at the SWARM was a good event. With the weather, we still had a good turnout. The SWARM was a little disappointed in the turnout. A lot of schools were dismissed early on Thursday and closed on Friday. The schools were supposed to attend the game but due to the adverse weather, there was some type of school event going on at the coliseum and the expected crowd for SWARM was down. All in all, we had a good time and feel sure the SWARM will agree to our Showcase VIP night again this year.

CASINO NIGHT is almost here, March 7, 2020. We are working diligently on getting donations for our silent auction and live auction. We need more volunteers for the event.

STAFF APPRECIATION is in the planning stages. Kalynn Roland suggested we go with an Olympic theme since this is the year for the Olympic games. We chose that theme and titled the event "Go For the Gold". We have discussed the possibility of the vendors pairing up for some type of vendor competition. We are still needing volunteers to assist with the event.

FUN COMMITTEES are going well. Diane set out a link for board members to sign up to assist with the events as their schedules will allow.

STATE OF THE CITY- Diane is currently working on that with Preston and Jeff and looks like it will be scheduled for some time later, possibly in May.

DIRECTORY DELIVERIES- Deliveries are going great! Judy Neal has been instrumental in helping us to get them delivered. We appreciate all her efforts in helping us to get this done! She has also brought items that were needed for Casino Night.

BIKES FOR KIDS- Drew reported that things are going well and as of right now it looks like they may be \$3000 short. The Eden YMCA, Madison YMCA, Bethany Fire Department and Ace Hardware will be the drop off sites for the bikes which

should be around March 12. After the bikes have been dropped off in their respective areas, they will be assembled and then taken to the different areas of the county for distribution tentatively on March 24 thru the 27th. Eden schools will be delivered first, then Rockingham and Reidsville.

Coffee coming up on March 5, 8:00am Reidsville Orthodontics

City Council Meeting, March 10, 6:00

Ribbon Cutting Kelly's Kitchen, March 24, 12:00

Liberty Tax 10-year anniversary for Reidsville location, March 31, 11:00am

Topics at 12, Dr. Thompson from Rockingham Chiropractic will be presenting on Employee Wellness-12:00pm Reidsville Chamber conference room

Reidsville City Council will be recognizing Brown Building for their 25th anniversary. They were also given the 2019 Dealer of the Year award for his business/group.

Robbie asked for any other discussion. There was none. Chairman made a motion to adjourn. Drew made a motion to adjourn, Donald 2nd the motion. Meeting was adjourned at 12:52 pm.

Next Board Meeting will be March 25, 2020, 12:00pm

Respectfully submitted,

Debbie Ellis

Outreach Coordinator

Reidsville Chamber of Commerce
Profit & Loss Budget vs. Actual
 January through February 2020

Ordinary Income/Expense	Jan - Feb 20	Budget	\$ Over Budget
Income			
Revenues			
4030 · Rental Income	3,920.75	3,100.00	820.75
4010 · Membership Investments	8,765.18	12,000.00	-3,234.82
4020 · New Member Investment	2,562.40	1,416.70	1,145.70
Total Revenues	15,248.33	16,516.70	-1,268.37
4180 · Visitor Center			
4181 · Visitor Center Expenses	-3,159.71		
4180 · Visitor Center - Other	35.00	0.00	35.00
Total 4180 · Visitor Center	-3,124.71	0.00	-3,124.71
7051 · Grasshoppers Night Income			
7051851 · Grasshoppers Night Expenses	-875.00		
Total 7051 · Grasshoppers Night Income	-875.00		
7052 · Greensboro Swarm Income			
7052851 · Greensboro Swarm Expenses	-1,782.44		
7052 · Greensboro Swarm Income - Other	843.17		
Total 7052 · Greensboro Swarm Income	-939.27		
7000 · Division Income			
7015 · RDC Fundraising Income	175.00		
7100 · Affinity Program Income	73.42		
4170 · Chamber Champion	7,828.77	9,333.30	-1,504.53
7020 · Staff Appreciation Luncheon	250.00	0.00	250.00
7040 · 7040-Ice cream Social	250.00	0.00	250.00
7042 · Breakfast With Santa			
7042842 · Breakfast With Santa Expenses	-1,096.75		
Total 7042 · Breakfast With Santa	-1,096.75		
7046 · Business Showcase	375.00	0.00	375.00
7047 · Unity Breakfast	890.00		
7094 · Annual Meeting			
7094894 · Annual Meeting Expenses	-928.43	-3,500.00	2,571.57
7094 · Annual Meeting - Other	888.50	3,500.00	-2,611.50
Total 7094 · Annual Meeting	-39.93	0.00	-39.93

Reidsville Chamber of Commerce
Profit & Loss Budget vs. Actual
 January through February 2020

	Jan - Feb 20	Budget	\$ Over Budget
7095 · Copier & Printing services	10.10		
7000 · Division Income - Other	41.67		
Total 7000 · Division Income	8,757.28	9,333.30	-576.02
Total Income	19,066.63	25,850.00	-6,783.37
Gross Profit	19,066.63	25,850.00	-6,783.37
Expense			
Insurance Expense (D&O)	0.00	900.00	-900.00
5000 · Salaries and Benefits			
5110 · Salaries			
5115 · Temporary/Part-time	850.00		
5110 · Salaries - Other	22,988.61	24,569.25	-1,580.64
Total 5110 · Salaries	23,838.61	24,569.25	-730.64
5117 · Reimbursed Expenses	1,150.00	1,150.00	0.00
5120 · Payroll Tax Expense	1,751.74	1,833.30	-81.56
5140 · Retirement Plan	500.00	500.00	0.00
5160 · Staff Expenses	-51.48		
5170 · Travel	70.23	83.30	-13.07
5171 · Meals	96.08	83.30	12.78
5175 · Sales Commission	3,032.44	2,666.70	365.74
5180 · Worker's Compensation Insurance	276.00	527.00	-251.00
5190 · Payroll Expenses	412.84	200.00	212.84
Total 5000 · Salaries and Benefits	31,076.46	31,612.85	-536.39
5200 · Occupancy Expenses			
5245 · Utilities	1,397.39	1,500.00	-102.61
5210 · Rent	1,044.00	1,044.00	0.00
5240 · Telephone	662.07	633.30	28.77
5250 · Liability Insurance	2,164.00	2,000.00	164.00
Total 5200 · Occupancy Expenses	5,267.46	5,177.30	90.16
5300 · Office Operations			
5310 · Office Supplies	123.27	166.60	-43.33
5315 · Supplies-other	159.47	166.60	-7.13
5320 · Postage	110.00	150.00	-40.00
5325 · Office support services	228.50	416.70	-188.20
5330 · Professional Services	130.00		
5335 · Computer Expense	0.00	125.00	-125.00
5370 · Lease and Service Contracts	490.06	491.70	-1.64
5220 · Maintenance agreements	263.49	291.70	-28.21
5340 · Dues and Subscriptions	78.30	291.70	-213.40

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04/13/20

Cash Basis

Reidsville Chamber of Commerce
Profit & Loss Budget vs. Actual
January through February 2020

	<u>Jan - Feb 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>
5380 · Bank Service Charges	467.47	125.00	342.47
5800 · Contingencies	0.00	413.00	-413.00
Total 5300 · Office Operations	2,050.56	2,638.00	-587.44
5400 · Membership Development			
5410 · Ambassadors	238.15	83.30	154.85
5440 · Advertising	0.00	500.00	-500.00
5450 · Luncheons & Meetings	372.29	291.70	80.59
5490 · Website Expense	742.00	742.00	0.00
5400 · Membership Development - Other	1,061.34	416.70	644.64
Total 5400 · Membership Development	2,413.78	2,033.70	380.08
Total Expense	40,808.26	42,361.85	-1,553.59
Net Ordinary Income	-21,741.63	-16,511.85	-5,229.78
Net Income	-21,741.63	-16,511.85	-5,229.78
