

Board Meeting Minutes | Friday, Feb. 21, 2020

I. Consent Agenda

Quorum establishment: In Anne's absence, Justin Saunders called the meeting to order with a quorum at 8:08 a.m.

Board members in attendance: Justin Saunders, Sam Dinges, Lucas Parker, Rob Foxley, Cassi Campbell, Amy Peltier, Kristy Bernier, Kevin Gunnip, Carin Meyer, DanaLyn Dalrymple

Absent: Steve Solari (excused), Anne Thomas (excused)

Staff in attendance: Ailis Vann, Randi Bernier

It was moved and passed to approve the agenda.

It was moved and passed to approve the January 2020 minutes.

II. Persons to be Heard: None

III. Reports

A. President's Report: Justin reviewed his report, which included his work with the Real Estate Committee and the Pioneer Awards Committee.

B. Treasurer's Report: DanaLyn reviewed annual fiscal information. DanaLyn recommended a review of how we invest money, and look particularly at the special events account. It was moved and approved to pass the Treasurer's Report.

C. Executive Director's Report: Ailis provided the Executive Director's Report with updates on the following items:

1. Reviewed renewals, new memberships, and new sponsorships and renewal sponsorships
2. Palmer Midsummer Garden and Art Faire and Friday Fling vendor applications were sent out in late January.
3. Attended the Western Association of Chamber Executives conference (see recap of event below).
4. Reviewed her work on recent events, including:
 - a) Speech at the Palmer City Council Meeting on Feb. 11
 - b) Attendance at Valley Recycling Oceans Luncheon with Lucas and Rob
 - c) Lunch with Sen. Sullivan's chief of staff
 - d) Prep and execution of GPCC annual meeting on Feb. 19
5. Reviewed future scheduled events, including:
 - a) Feb. 20 Entrepreneurs' Meetup
 - b) March 27 Annual Board Retreat
6. It was moved and seconded to accept the Executive Director's Report as submitted. Motion passed.

D. Real Estate Committee Report

1. Lucas reviewed the Real Estate Committee's work in the last month, including various buildings in Palmer and the pros and cons of renting or buying new space. Also discussed the potential for buying land and the problems with developing land and getting water access.

2. It was recommended that the Real Estate Committee reach out to potential landlords to both improve relationships and inquire about possibilities in Palmer.

IV. Discussion & Action Items

A. Website Update & Options:

1. Randi did a demo with a dummy website and displayed it for the Board via projector. Randi demonstrated GrowthZone “Chamber Master” back end dashboard and showed its automated billing, membership management, event management, and other features. She also showed the options for the front end display and the events calendar, job postings, advertising, and other features of the front end. The Board discussed the features of this new site, upfront and maintenance costs, and technical support options.
2. It was moved and approved to transition to the new Growth Zone site and purchase this new website system.

B. Western Alliance of Chamber Executives Conference(WACE) Recap. Ideas for GPCC included below:

1. Tiered membership ideas rather than membership tiers based on number of employees, which allow greater sponsorship opportunities
2. Short video for chamber – discuss at Board Retreat
3. Chamber Ambassador program: Board members are ambassadors and pick members to be ambassadors to go out and increase membership; also empower members to participate in committees, etc.
4. New business incubator program
5. Publish a membership guide
6. Membership survey
7. Business book club – will reach out to Fireside for business book ideas
8. Luncheons—Need to review the benefit/value, etc. for members vs. cost in terms of actual and labor cost/time investment. Justin suggested that we remember the different demographics of Washington/Oregon and Alaska.
9. Ailis is interested in attending a WACE academy in Sacramento in August
10. All WACE ideas will be discussed at the Board Retreat

- C. Annual Board Retreat Discussion
 - 1. March 27, held from 8:00 a.m. to 5:00 p.m., venue TBD
 - 2. A facilitator is being considered. Send ideas to Anne.
- D. Membership Survey: Reviewed membership survey handouts (offer prize drawing for filling out for \$250 gift card). Needs feedback on the survey by next Friday, Feb. 28. Survey to be launched March 2
- V. Next Board Meeting: Monthly Board Meeting, Friday, March 27, 2020, 8:00 a.m. - 5:00 p.m.
- VI. Round Table/Board Member Comments:
 - A. Cassi: Thank you, DanaLyn, for being a board member and for your service because this is your last meeting. Thanks to the new folks for being willing to join. I sit on a lot of boards and this is by far the most effective. I'm also reminding you that we need to elect a treasurer, secretary, and president-elect.
 - B. Carin: We are very fortunate to have Randi's technical skills and we also need to be sure to train for continuity.
 - C. Rob: I appreciate that AV went to the conference and thanks, Randi, for the presentation and demo today and this looks like a great solution.
 - D. Kristy: I'm excited to be a part of the board again and to see the progress that the board has made. This is a completely different experience than 15 years ago, with lots of progress and development, and I find it very exciting
 - E. Sam: It's amazing how much progress we've made in terms of efficiency. At our annual retreat, let's make sure our staffing and resources reflect our exponential ballooning of services
 - F. DanaLyn: I suggest that the board consider a small business scholarship program to send members to conferences to bring similar skills back to the community
 - G. Justin: Here is something for new board members and everybody else: My first term here, I was approached to be the treasurer, I agreed to do it, I did all right, and I encourage board members to put their names in for Treasurer, Secretary, or President-Elect. You can do it; there are a lot of past people who will help you, and it's not super time-consuming.
- VII. Adjournment: There being no further business to address, it was moved and seconded to adjourn the meeting at 9:53 a.m. per Justin. Motion passed.

Humbly submitted:

Carin Meyer

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Board Secretary