

## Board Meeting Minutes | Friday, April 17, 2020

### I. Consent Agenda

Quorum establishment: Anne Thomas called the meeting to order with a quorum at 9:05 a.m. Meeting held by videoconference.

Board members in attendance: Anne Thomas, Justin Saunders, Sam Dinges, Lucas Parker, Rob Foxley, Steve Solari, Amy Peltier, Kristy Bernier, Kevin Gunnip, Carin Meyer

Absent: Cassi Campbell (excused)

Staff in attendance: Ailis Vann

It was moved and passed to approve the agenda with the following amendment: Add item E under Discussion & Action Items to discuss a letter of support for the Mat-Su Convention and Visitors Bureau.

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

### II. Persons to be Heard: None

### III. Reports

- A. President's Report: Anne reviewed her report, which included attending and facilitating the annual board retreat, virtual meetings with Ailis to discuss current events and possible impacts on small businesses. The last month has highlighted the importance and value of relationships for small businesses through Chamber.
- B. Treasurer's Report: The current financials and the Treasurer's Report were reviewed by Rob Foxley. 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. The ED's focus has been on COVID impacts and how to help local businesses that are struggling, and attending virtual meetings with individuals and organizations involved in COVID response.
  2. ED has been participating in Events Committee meetings as well as staff meetings to discuss COVID impacts on GPCC upcoming events.
  3. Discussed recent KTVA "Frontiers" TV interview
  4. Provided the keynote speech at Palmer Rotary Club on April 9
  5. Set up GPCC's first two virtual coffee chats for members
  6. Participated in webinars
  7. Third Thursday meetup held on April 16, 2020
  8. Attended the City Council meeting. It was the current city manager's last meeting and the new city manager attended. Brad Hanson will be the interim city manager for the next two months.
  9. Reviewed upcoming speakers
  10. Drawing for Support Palmer coming up next week
  11. "Who Let the Girls Out" will be held on April 25 as a virtual event.
  12. The ED requested that new Cash Mob ideas be emailed or texted to her.
- D. Events Committee Report
  1. Sam provided the Events Committee Report and summarized the committee's discussion of GPCC's summer events. Friday Fling's start will be

postponed to after Colony Days' start. GPCC will consider possibly extending the Friday Fling season depending on the weather. Kalea and Randi called all vendors to inform them of the change.

IV. Discussion & Action Items

- A. Cleanup Day will be held on the second Saturday in May and is a collaborative event between the City of Palmer and GPCC. Chamber sponsors the community barbecue on Saturday, May 9, and the bike giveaway. The barbecue is cancelled but the bike giveaway will be held with specific modifications to ensure the safety and health of participants.
- B. Palmer Bingo: Ailis discussed the new Palmer Bingo idea with the board. It was moved and approved to fund the \$100 gift card for the bingo prizes. There was a discussion regarding ways to encourage local spending of the gift cards. It was also discussed how best to prove the actions included on the bingo card, including selfies, screenshots, etc.
- C. Executive Session: The Executive Director Annual Review discussion was held while ED was not present. It was moved and approved to develop a structured raise and bonus system with clear criteria. Rob will form a committee to develop the criteria.
- D. Economic Impact Survey: The board and ED discussed the dissemination of an economic impact survey to assess the specific needs of the GPCC membership. It was moved and approved to distribute the survey and collect results.
- E. Letter of Support for Mat-Su Convention and Visitors Bureau: The Mat-Su CVB utilizes funds from the Mat-Su Borough bed tax to reinject those monies into positive tourism development projects in the Valley. A letter of support from GPCC was discussed by the board and ED. It was moved and approved to write a letter of support for the Mat-Su CVB on this issue.

V. Next Board Meeting: Monthly Board Meeting, Friday, May 15, 2020, 8:00 a.m.

VI. Round Table/Board Member Comments:

- A. Amy: Thank you to Ailis and everybody on the board that is supporting the local businesses of Palmer right now.
- B. Justin: We are doing well.
- C. Kevin: We will schedule a Golf Tournament planning meeting soon.
- D. Kristy: If you haven't attended the virtual coffee chats, they are great. The fair schedule is being reviewed and our next meeting is on Thursday, April 23, and will be held virtually.
- E. Lucas: Let's get this economy going again. I appreciate all the work that Ailis and others are doing to keep our local economy afloat.
- F. Rob: Thank you for all the hard work, Ailis. I am looking forward to the Palmer Clean-Up. We should educate others about recyclables during our cleanup event.
- G. Sam: Ailis has been doing a fantastic job throughout all of this and I am very impressed.
- H. Steve: Thank you, Ailis and Randi.

VII. Adjournment: There being no further business to address, it was moved and seconded to adjourn the meeting at 10:46 a.m. per Anne. Motion passed.

Humbly submitted:

A handwritten signature in black ink, appearing to read "Cmeyer". The signature is written in a cursive, flowing style.

Carin Meyer  
Board Secretary