

Board Meeting Minutes | Friday, May 15, 2020

- I. Consent Agenda
 - Quorum establishment: Anne Thomas called the meeting to order with a quorum at 8:08 a.m.
 - Board members in attendance: Anne Thomas, Sam Dinges, Lucas Parker, Cassi Campbell, Rob Foxley, Steve Solari, Amy Peltier, Kristy Bernier, Kevin Gunnip, Carin Meyer, Justin Saunders (telephonic)
- II. Absent: None
 - Staff in attendance: Ailis Vann, Randi Bernier
 - It was moved and passed to approve the agenda.
 - It was moved and passed to approve the April 2020 minutes.
- III. Persons to be Heard: None
- IV. Reports
 - A. President's Report: Anne reviewed her report.
 - 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. Discussed the assigned list of active and inactive members and the communication between board members and their assigned members.
 - 2. Reviewed the success of the Virtual Coffee Chats and upcoming speakers.
 - 3. Discussed the Colony Days decision and the possibility of holding an event during the weekend of the State Fair if the Fair is cancelled, or consider the end of the Friday Flings with a Friday Fling Fling.
 - 4. ED discussed the possibility of offering professional headshots as a member benefit at a low cost to members.
 - 5. Shop Palmer Summer to be held June 1 to July 10 with two \$500 prizes. This will be a combined Shop Palmer and Taste Palmer together to boost the local economy..
 - 6. Reviewed the virtual cash mobs and upcoming cash mob events.
 - 7. Reviewed Clean-Up Day.
 - 8. Encouraged board members and others to complete the Mat-Su Borough COVID survey.
 - 9. Reviewed new members and renewals and possible sponsor renewals.
 - D. Events Committee Report: Sam reviewed the Events Committee Report and the board discussed the decision to cancel Colony Days and possible messaging for cancelling events due to COVID. Friday Fling is tentatively scheduled to start June 19. The Palmer Mid-Summer Garden and Art Faire is still scheduled and needs to be discussed at the next committee meeting.
 - E. Golf Committee Report: Kevin reviewed the actions and tasks for the Golf Committee and how to socially distance during the Golf Tournament.

V. Discussion & Action Items

- A. New website demo: Randi reviewed the new website structure with the Board and discussed the following features:
 - 1. Directory listing with tiers
 - 2. Three business categories with tiers for more
 - 3. Member job listings
 - 4. Member event posting
 - 5. Higher tier access to additional resources
 - 6. Banner ads
 - 7. Discussed member spotlight for purchase or rotation
 - 8. Timeline for the website launch is next week and the launch will be announced in the next newsletter.
- B. Membership renewal deferrals: ED and board discussed offering a deferment option or payment plan for members who are struggling. The board reviewed how to keep people engaged while also meeting our budgetary requirements.
- C. Colony Days and the Palmer Mid-Summer Garden and Art Faire: Discussed options for public events including races and parade options and how to coordinate and collaborate with the City of Palmer.
- D. Post-COVID Chamber structure: Discussed a monthly structure by week with a variety of events throughout the month rather than the current weekly luncheon. The ED and board are considering different networking events each week (i.e., entrepreneurs in the third week, others hosted by members/in-person business spotlight) with a set structure each month.

VI. Next Board Meeting: Monthly Board Meeting, Friday, June 9, 2020, 8 :00 a.m.

VII. Round Table/Board Member Comments:

- A. Rob: I'm really excited about the website and excited about its deployment.
- B. Sam: I'm excited about the website and what it will do for members.
- C. Cassi: Looking forward to the new website and excited to see how it works.
- D. Steve: You two are killing it.
- E. Anne: Nice job, Ailis and Randi.

VIII. Adjournment: There being no further business to address, it was moved and seconded to adjourn the meeting at 10:03 a.m. per Anne. Motion passed.

Humbly submitted:



Carin Meyer
Board Secretary