

Board Meeting Minutes | Friday, Oct. 16, 2020

- I. Consent Agenda
 - Quorum establishment: Anne Thomas called the meeting to order with a quorum at 8:47 a.m.
 - Board members in attendance: Anne Thomas, Sam Dinges, Lucas Parker, Rob Foxley, Carin Meyer, Justin Saunders, Kristy Bernier, Cassi Campbell, and Amy Peltier.
- II. Absent: Steve Solari (excused), Kevin Gunnip (excused)
 - Staff in attendance: Ailis Vann
 - It was moved and passed to approve the agenda.
 - It was moved and passed to approve the September 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. The treasurer discussed the effects of COVID on the budget and current budget status. 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. Media coverage: KAYO weekly interviews have been highly successful.
 - 2. Halloween Trick or Treat Street preparation is going well and there has been a great response from local businesses and community members.
 - 3. Colony Christmas planning and preparation is underway.
 - 4. Monthly City Council meetings: Ailis provided updates on these monthly meetings.
 - 5. Ailis also recently attended the Alpenglow grand opening celebration.
 - 6. 50th anniversary celebration in 2021: Ailis announced that 2021 will mark GPCC's 50th anniversary and a committee should be formed to plan a celebration.
 - 7. Membership fee structure: Ailis discussed possible future changes to the membership fee structure.
 - 8. Membership check-ins: Ailis recommended that the board start calling membership again to check in with them to see how businesses are doing in the current economic climate.
 - 9. Reviewed and discussed upcoming scheduled events.
 - 10. Reviewed list of new members and renewals.
 - D. Events Committee Report: Sam reviewed the Events Committee Report and discussed plans and preparation for Colony Christmas. These plans include modifications of indoor events to ensure safety measures are followed for COVID, including providing different venues, mask use, and more. The parade will also follow a longer route for spacing of spectators.

V. Discussion & Action Items

- A. Shop Palmer Details/Plan: The board and Ailis discussed the use of bingles, how the bingle program will work, security measures for them, and other details. The launch of Shop Palmer will be on Nov. 20 rather than on Small Business Saturday. The board discussed the schedule for drawing the winners of Shop Palmer.
- B. Halloween Trick or Treat Street: Thirty-four businesses are participating in Trick or Treat Street. The community and local businesses are excited for this event.
- C. Small Business Saturday: Activities are being planned for this event on Nov. 28.
- D. Alaska Chamber board of directors representative: It was moved and approved to elect Rob Foxley, Treasurer, as the board representative to the Alaska Chamber of Commerce.

VI. Next Board Meeting: Monthly Board Meeting, Friday, Nov. 20, 2020, 8:30 a.m.

VII. Round Table/Board Member Comments:

- A. Kristy: The Fair is having a craft bazaar this weekend, but please wear a mask. Tickets must be purchased online beforehand. The planning and zoning meeting will be held next weekend.
- B. Justin: If you're invested in the tourism industry, Mat-Su Convention and Visitors Bureau is fully funded now for the next couple of years. The Mat-Su CVB will continue to print the visitor's guide and is developing an active plan for recovery. The CVB has recognized the financial strain on local businesses and has reduced membership fees from \$200 to \$150, so this is a good time to join as a member.
- C. Lucas: I'm excited about all the programs and activities coming out this fall and winter. The Mat-Su Ski Club is having their fundraiser tomorrow at 6:30 p.m., all outside so please wear warm clothes and bring a headlamp.
- D. Sam: As can be expected, statistics for local tourism are down so please go out and support your local tourism businesses.
- E. Rob: I'm excited about the City Council elections. I am interested to see what happens with recreational marijuana in city limits.
- F. Anne: I am super excited about the bingles.

VIII. Adjournment: There being no further business to address, it was moved and seconded to adjourn the meeting at 10:14 a.m. per Anne. Motion passed.

Humbly submitted:



Carin Meyer
Board Secretary