

Board Meeting Minutes | Friday, December 18, 2020

I. Consent Agenda

Quorum establishment: Anne Thomas called the meeting to order with a quorum at 8:54 a.m.

Board members in attendance: Anne Thomas, Justin Saunders, Sam Dinges, Lucas Parker, Rob Foxley, Steve Solari (left at 9:10 am), Cassi Campbell, Amy Peltier, Kevin Gunnip, Carin Meyer

Absent: Kristy Bernier (excused)

Staff in attendance: Ailis Vann

It was moved and passed to approve the agenda with the following amendment: Add item D, Event Name Change, to the Discussion & Action Items.

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

II. Persons to be Heard: None

III. Reports

A. President's Report: Anne reviewed her report, including her response to the success of Colony Christmas and the use of Bingles.

B. Treasurer's Report: The current financials and the Treasurer's Report were reviewed. 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. Shop Palmer has been highly successful and preparation and execution has been time-consuming. There are 36 businesses participating and logistics may need to be modified in the future so that staff labor can be used more efficiently.
2. Bingle sales and promos have also been highly successful.
3. Colony Christmas went extremely well and will be reviewed during the discussion and action section of the meeting.
4. The ED helped with logistics for the Mat-Su Jewish Celebration.
5. Reviewed renewals, new memberships, and new sponsorships and renewal sponsorships.

D. Events Committee Report: Sam reviewed some of the successes of Colony Christmas, including the focus on outdoor events only. Improvements in the future may include a modification of the parade route. The Events Committee will start planning Colony Days in April/May 2021.

IV. Discussion & Action Items

A. Colony Christmas Recap: Attendance at the parade was around 2,500 even without much advertising. The Bingles were very successful. We received a huge amount of Shop Palmer cards right before Colony Christmas so we know that this event and other events have a great financial impact on our local economy. Saturday, Dec. 12, was one of the busiest shopping days in Palmer in the year, if not the busiest. Over \$120,000 was spent on Shop Palmer that week.

B. Shop Palmer: The final drawing will be held today. It was discussed to hold a weekly

drawing from one business in the future. The Shop Palmer logistics (getting the cards, counting, and sorting) requires a high amount of labor and needs to be made more efficient in the future. Hiring a student in an internship/mentorship position for Shop Palmer in the future may be a good solution.

- C. Palmer Bingles 2021 and beyond: We have given away \$6,500 and sold \$14,000 in Bingles, which means that more than \$20,000 in Bingles are back in our community. The board and ED discussed incentives for ensuring that the Bingles are used as currency rather than as souvenirs so that the local economy continues to be stimulated by the use of the Bingle. It was recommended that a specific commemorative Bingle be created that people can decorate for possible ornaments and annual souvenirs.
- D. Event Name Change: There has been a group that is concerned about the connotations of the use of the word "colony" for the special events every year in Palmer. The group will be invited to present their concerns to the board and Chamber staff at the next board meeting.

V. Next Board Meeting: Monthly Board Meeting, Friday, January 15, 2020, 8:30 a.m.

VI. Round Table/Board Member Comments:

- A. Rob: I am really excited about the success of Colony Christmas, the fireworks were great. It seemed like few people knew about the fireworks-- can we tell more people about the fireworks?
- B. Anne: I am excited about 2021 and the challenges in the future.

VII. Adjournment: There being no further business to address, it was moved and seconded to adjourn the meeting at 9:53 a.m. per Anne. Motion passed.

Humbly submitted:



Carin Meyer
Board Secretary