



## MONTHLY CHAMBER BOARD MEETING

ZOOM Video Conference Call

Wednesday, January 27<sup>th</sup>, 2021; 7:30 a.m.

7:30 a.m.	<b>Call to Order &amp; Welcome</b>	Mike
7:35 a.m.	<b>Reports</b> <ul style="list-style-type: none"> <li>• City of Albert Lea</li> <li>• Freeborn County</li> <li>• CVB</li> <li>• ALEDA</li> <li>• Committee Updates: <ul style="list-style-type: none"> <li>○ Chamber Foundation</li> <li>○ Ag Committee</li> <li>○ Ambassadors</li> <li>○ Business and Education Collaborative</li> <li>○ Governmental Affairs</li> <li>○ Worksite Wellness <ul style="list-style-type: none"> <li>▪ Employee Resiliency</li> </ul> </li> <li>○ Outside Committees</li> </ul> </li> </ul>	Ilan Rigg  Holly Karsjens Phillip Johnson
7:50 a.m.	<b>Consent Items</b> <ul style="list-style-type: none"> <li>• December Meeting Minutes</li> <li>• December 2020 Financial Reports</li> <li>• Andy Bernau – Will present preliminary year-end and potential Ambassador adjustment</li> </ul>	Mike
8:00 a.m.	<b>Chamber Financial/Membership Updates:</b> <ul style="list-style-type: none"> <li>• Checking account balance and Chamber Bucks</li> <li>• Staff bonuses (from December)</li> <li>• New members and Ambassador visits</li> <li>• 2021 Letter to members</li> </ul>	Shari
8:15 a.m.	<b>Community Updates and Partnerships:</b> <ul style="list-style-type: none"> <li>• Collaborative project with NAMI and Lou Rich – on hold</li> <li>• Winter Gear Drive/Partnering with United Way - through February</li> <li>• Red Cross Blood Drive – Friday, February 26<sup>th</sup>, noon-6 p.m.</li> <li>• Big Freeze - Medallion Hunt (February 8-12)</li> <li>• Photo Contest (Dates TBD)</li> <li>• Working with Mayo on a marketing campaign for the COVID Vaccine</li> <li>• Future Forward – Partnering with District 241 and the Business and Ed Collaborative</li> <li>• Leadership Program – To offer or not to offer</li> </ul>	Shari
	<b>Conferences/Meetings to Note:</b> <ul style="list-style-type: none"> <li>• “Finding Purpose” seminar</li> <li>• SE MCCE – quarterly meeting</li> </ul>	Shari
	<b>Marketing Initiatives:</b> <ul style="list-style-type: none"> <li>• Completed our COVID style "Annual Presentation" emailed to members, posted to website and Facebook</li> <li>• ALFCChamber Facebook page – Do our best to post and share for our members and community</li> <li>• New Facebook page – ‘Pay it Forward Freeborn County’</li> <li>• Weekly radio program with KATE (Weds at 11:05 a.m.) and Power 96 (Tues at 8:30 a.m.)</li> </ul>	Shari

- Articles in Tribune:
  - Letter to the Editor (ran November 13) Chamber Bucks and Shop Local
  - Mental Health Initiaves (ran December 8)
  - Received Editorial Thumbs-Up – December 11 – for mental health initiatives
  - Letter to the Editor (ran January 12) Thank you for purchasing Chamber Bucks and Support of Shop Local
  - Collaborative marketing ad with ALEDA, CVB, and Main Street – Tribune’s Progress edition
- Working with Mayo on a marketing campaign for the COVID Vaccine

8:25 a.m.      **Other/New Business**

8:30 a.m.      **Adjourn**

*The next meeting will be held on Wednesday, February 24<sup>th</sup>, 2021 @ 7:30 am via ZOOM Video Conference*

**CHAMBER MISSION:**

*Promote and develop a healthy and positive business climate  
to improve the quality of life in the Albert Lea-Freeborn County Area.*