



*Albert Lea-Freeborn County Chamber of Commerce*  
**Board of Directors Meeting Minutes**  
Wednesday, October 27, 2021 – 7:30 a.m. Zoom Meeting

Present: Ryan Langemeier, Allen Hendriks, Mike Chandler, Mike Funk, Rita Moyer, Beau Hartman, Bobbie Jacobs, Angie Eggum, Shari Jensen and Geri Jensen

Absent: Heather Lee, Jeff Woodside, Kevin Miland

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**Welcome:**

- Beau Hartman called the meeting to order at 7:38 a.m.

**Reports:**

**City of Albert Lea (Ian Rigg, City Manager):**

- We are working on the budget. Expect that taxes are going up 9.9%
- Agreement with Ulland Brother on fixing up the old Freeborn Mower building.

**Freeborn County (Tom Jensen):** Not on call/No report

Shari Emailed ALEDA, CVB and Main Street Updates to all Board members.

**ALEDA Updates:**

- Working with a few different companies on our ALEDA Spec #1 in South industrial park, each from the cities
- Working with the group that purchased the old Shopko and what their plans are for the space.
- Continued work with our partners on the Marina project
- Continued work with the Regenerative Agriculture project, plans for a conference in March, also working with this group on a side project to bring another group into Albert Lea that focuses on Oats.
- Finalizing two loans with two new local eatery businesses, one signed the other being signed today.
- Continued work with a group who is interested in starting a brewery in Albert Lea
- Continued work on the Entrepreneurial Bridge Event which will be held at Wedgewood on Sept 28<sup>th</sup>, there will also be a downtown event everyone is invited to that afternoon.
- Work on developing more Albert Lea land into shovel ready land as well a new spec building with the city and the county.
- Par 10 work on the Old VFW moving forward into developing that space into Market rate apartments, continues to move forward.
- Working with a business looking to expand in Albert Lea with some of our land.
- Work with a developer on putting up single family homes in the Albert Lea area.

**CVB/Main Street Updates**

CAMPAIGNS/PROJECTS/MARKETING

- Public Art Spring Projects
- DT metal art: working with Lou Rich
- Utility Boxes
- Academy Mural: Complete (just need sealing)
- Art Sculpture Walk Bases proposal approved by City Council 9/13/21
- Visitors Guide 2022
  - Met The Hustle Marketing (Lynsie) to start building out the joint publication
  - Will start working on ads & stories in November
- Bringing in more sweatshirts & things for the swag store for Winter

## CONNECTIONS/COLLABORATION

- Identity Campaign
  - ALEDA, Chamber, MS, & CVB moving forward with campaign rollout for Shop Small campaign in November
- Working with Bob @ Recreation on:
  - Patio & lights North of the Red Shed at the N Broadway Parking lot
  - Power at Central Park
  - Inclusive Summer Picnic
  - Events with the Library for '22
- Will develop a welcome bag to sell to businesses as a first day gift to new employees

## EVENTS

- Main Street Shop Sip-n-Stroll Oct 9 - 10/10 went AWESOME
- Spooktacular Oct 28
- Deer Widow Shopping Event Nov 6th
- Pots on Broadway (Decorating of Planters Competition) Nov 20th
- Small Biz Bingo month of November
- Holiday Bazaar Dec 9th

## HOUSEKEEPING

- Attended the MACVB annual conference in Bloomington Oct. 5-6, it was wonderful! Took about 3 pages of notes, lots of great tools and new perspectives to help long term goals.

## Consent Items:

- September Chamber Meeting Minutes were presented. No questions or comments. Bobbie Jo Jacobs made a motion to approve the September Minutes. Seconded by Mike Chandler. Motion carried.
- September Chamber Financial Reports were presented. No questions or comments. Angie Eggum made a motion to approve the September financials. Seconded by Rita Moyer. Motion carried. Discussion on the financial where some adjustments made. We held back the October invoices to go in October, so even though it looks like we only brought that much in in October dues, it was substantially higher, but it was deposited in October.

**Committee Updates** were included in the Chamber Updates for the Month of October packet that Shari sent out, prior to the meeting.

### Chamber Updates:

- **New Members-** We didn't bring new members into September but October regarding at three new members. So, we never really reached out to solicit for Members, so it's nice that they reach out to us and see the value in joining the chamber.
- **Accomplishments and Highlights of 2020-2021** – A document was sent to all Board members, showing what the Chamber and our committees accomplished throughout the year. It also includes changes to our benefits and some of the things we did as far as collaborations and community outreach. We plan to put this in a more impressive format and use this as one of our marketing tools and something that we send out to members.
- **New Membership Brochure/Application** - We're also working on a new membership brochure that has the application on it. Just a much more updated, professional looking brochure. Will be ready before next meeting. Allen suggested creating a QR code to bring them to the application online.

### Old Business:

- **Board members/Nominees-** Mike Chandler reached out to Jeff at PEOT. Mike hasn't heard back from him. Mike Chandler mentioned someone talked to the County and the City but haven't heard back. Shari will reach out to Josh, at Bayview, again. Angie asked about Lou-Rich. She is going to contact someone from there. Mike Chandler asked about MercyOne.
- **Annual Meeting** – Shari contact Matt Leverson to ask about doing the video for the annual meeting presentation. She explained what has been done in the past and what we did last year. We could do the same thing. The next level up from that would be to put them into more of a video slideshow with voiceover and music and make it look more professional. The cost would be \$500-\$1,000. Shari thought it could be a great sponsorship opportunity. Angie Eggum made a motion to have Matt Leverson create the presentation and second by Bobbie. Motion carried. – Bobbie said to contact her for sponsorship. Shari will put a sponsorship package together.
- The timeline is roughly a month, depending on when all votes are in. Shari emailed the board with the list of nominees for a vote.
- **Ambassador of the Year** - It was requested that we ask the ambassadors to vote; however, the bylaws state that there is a point system assigned to the ambassadors, based on attendance and participation in various events. Shari believes this is the better way, as it motivates Ambassadors to participate.
- **Board Terms:** Table for 1<sup>st</sup> and 2<sup>nd</sup> chair.
- Allen has offered to use their conference room for the in-person meeting. It was decided that we will be meeting on November 24<sup>th</sup> at Freeborn Mower Electric COOP.

### Advocacy

- Per discussions and planning, prior to COVID, with Torrey, it was decided that the Chamber would focus more on Advocacy. Beau had asked that Advocacy be added to the monthly agenda, ongoing. Jobs – Housing – Childcare will be subtopics.
- Mike Funk thanked Shari for sending the letter to the editor.
- It was agreed that housing is an issue and much needed in Albert Lea
- Jobs – Getting some of our employer together and see what they need to hire people. Do we have a speaker come in and present to our members? Shari is trying to get a meeting setup with Pam from Marvin Windows out of Northwood, to see what they did to get their number from 27 to 2.

**Adjourn:** Motion by Rita Moyer to adjourn the meeting. Seconded by Mike Chandler