

Sweet Home Chamber of Commerce
Board Meeting Minutes
April 22, 2021
5:30 - 7:00 pm

Attendees:

George Medellin – President
Christy Duncan – Vice President
Mark Opperman – Treasurer
Melody Jordan – Executive Director
Karla Hogan
Shelly Larson
Paula Newman
Marlene Peterson
Cassie Richey
Trisha VanEck
Shirley Selleck - Administrative Assistant
Dylan Richards - City Liaison - excused absence
Angelita Sanchez - City Liaison - absent

Call to Order

George called the meeting to order at 5:40 pm.

Review of Previous Minutes

VOTE: Motion to approve the March minutes as presented was made by Christy. Mark seconded the motion. The motion carried without objections or abstentions.

Financial Report

Mark updated the Board on account balances from Umpqua Bank.
Checking \$18,288.09
Savings \$18,806.97

Mark noted that income is up and expenses are down in comparison to March 2020.

Nonprofit Status Update

Mark submitted the paperwork and \$600 check to the IRS. He is aware that the IRS is very backlogged. The required Tax Form 1120 (For Profit) was submitted on time, and hopefully next year the Nonprofit Tax Form will be submitted.

Executive Director Update

Melody reported on the following:

- The current Chamber membership count is 86. Last month there were 80 memberships, compared to a total of 81 in 2020.

- Facebook page likes are 2855, compared to under 2800 in March 2020. The Chamber's post reach increased by 55%, engagement is up 63%, and website visits are up 32% from last month. The videos are popular, especially the recent fireworks video. The Sportsman's Holiday Weekend page is the second most viewed page, the rockhounding page is the third most viewed page, with the Home page being the most viewed.
- Feedback from the member survey after the Chamber Forum tied for members who have been members for 10+ years or 0-1 year. The top three reasons to join the Chamber were advertising opportunity, taking advantage of marketing, and becoming more involved in the community. The Chamber's most utilized resource is the email newsletter, Facebook is second, and the website is third.
- Cut the Gut Checkpoints are reserved exclusively for Chamber members this year and seven out of 10 passport ads are sold. Les Schwab is sponsoring the production of the passports.
- A \$2500 grant was received for Christmas in Sweet Home decorations from the Sweet Home Community Foundation.
- Melody spoke with Sean Tate of Linn County and Tate Public Affairs about the Restaurant Revitalization Fund, and is working with Sean to get the information distributed to eligible Sweet Home businesses.
- The new Visitors Guides and Welcome Maps were delivered today. There is no update on a digital guide at this time.
- The Sportsman's Holiday Weekend lineup was announced and the permit was approved for the Sportsman's Holiday Weekend parade.
- The Chamber helped the police department raise \$470 for the ABC House in honor of Child Abuse Awareness Month.
- Coffee with Colleagues held on April 13th provided a great leadership class, according to the participants. All Coffee with Colleagues events are booked for the year except for the months of September and October. The first Business After Hours event will be held at the Valley View property on June 22nd.
- The Awards Banquet is approved for Sankey Park on July 24th with a time change from 5 pm to 6 pm. Nomination forms will be made available in May.
- The Jamboree Artisan Alley cannot be held at the high school due to an insurance issue, according to the Jamboree. Six vendors and eight spaces have already been booked. Andy (last name unknown), the owner of the parking lot behind the Full Gospel Church said his parking lot may not be available due to development plans. There was discussion of potential locations to hold the event, and the Chamber parking lot or 13th Street seemed to be the most favorable locations. Melody will talk to Jeff Burns of Les Schwab on Monday, April 26.
- The votes for the Sweet Home photo contest that are currently on display at City Hall will be tallied next week.
- Melody will send the Board the feedback from the survey that went to businesses and participants after the Localopoly contest.
- The tablet for merchandise transactions for the Visitors Center is in place, and the new processor adds the 4% processing charge to the customer's total, saving the Chamber from paying the fees.

Sub-Committee Reports

Princess Court Task Force - Karla, Paula, Shelly and Cassie

Cassie is the lead on the Princess Court Committee. There is one applicant at this time. The application deadline has been extended to April 30th to allow more time for the girls with their busy schedules. Cassie created an Instagram account for the girls and updated the Facebook page. Chris Chapman with SHOCASE created a new logo at no cost. Next Tuesday, April 27th at 7 pm there will be a Sportsman's Holiday Court Information Social at the high school. There will be a parent meeting the second week of May. The plan is to interview 10 girls on May 13th, and then narrow it down to five girls. Preparation for the program will end up being about two months behind schedule.

VOTE: Christy made a motion to add Cassie Richey to the Key Bank Princess Court account as a check signer. Shelly seconded it. The motion carried without objections or abstentions.

Other Business

Shelly sent information to the Board members regarding nonprofit memberships. According to Shelly, the ORS states if an organization falls under a membership organization status, the membership must vote on nominations for board members. Melody spoke with the Lebanon and Corvallis Chambers of Commerce and both Chambers conduct member voting annually with member terms being five years maximum. Melody noted there were only 11 members that voted out of 400 Lebanon members. George spoke with Vonnie Mikkelsen of the Springfield Chamber of Commerce and their members nominate board members and the board votes on the nominations. The Springfield Chamber has done it both ways. George has a different interpretation on the procedure for voting and believes boards are guided by whatever their bylaws state. He will send Shelly's ORS information to the Board members for review and this will be placed on the agenda for next month's Board meeting.

It was noted that an attorney is needed for representation and counsel for the Chamber of Commerce and Board of Directors. Melody will check if Edward Jones in Sweet Home has an attorney who might be interested in joining the Chamber Board.

Karla received a quote to remove the sign east of the Chamber office and install another pedestal sign by the planter box sign with an LED double sided reader board for \$39,000. Blair Larsen of the City advised submitting an application for building improvement grants. The Chamber of Commerce and Apple Tree Home Smart Real Estate Group could both apply, and the sign would benefit the community as well. The sign could be a source of income with businesses purchasing ad space. Discussion included accepting donations or a GoFundMe or similar account that could be set up for the sign. Karla will obtain more information and is waiting for two other quotes from businesses. Further signage discussion will be placed on next month's agenda.

Mark reported that the Secretary of State Chamber Articles are still registered as Sweet Home East-Linn Chamber of Commerce. It was noted the Chamber Bylaws could be changed to Sweet Home East-Linn Chamber of Commerce, dba Sweet Home Chamber

of Commerce. Mark will email a contact at the Secretary of State's Office for clarity on this.

Marlene reported that the Chamber is staying with Keesecker Insurance for the time being, because Keesecker Insurance is a multi-line insurance business. Marlene received a quote from another insurance company, G and Jenny, which she said was considerably higher. There was discussion of wanting an agent to become a Chamber member so the Chamber could support their business. Marlene will continue to research other insurance companies. Cassie will ask Travis Luttmmer of Country Financial Insurance Agency to contact Melody or Marlene.

The next Coffee with Colleagues is scheduled for May 11th. The next Chamber Board Meeting is scheduled for May 20th.

The meeting was adjourned at 6:57 pm.

Respectfully submitted,

Mark Opperman
Secretary/Treasurer

Shirley Selleck
Recorder