

**Sweet Home Chamber of Commerce
Board Meeting Minutes
June 17, 2021
5:30 - 7:00 pm**

Attendees:

George Medellin - President
Christy Duncan – Vice President - excused absence
Mark Opperman – Treasurer
Melody Jordan – Executive Director
Karla Hogan
Shelly Larson
Paula Newman - excused absence
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 5:33 pm and read the Chamber’s mission statement, “Enhancing our community by strengthening local business through service, connection, promotion, and advocacy.”

Review of Previous Minutes

VOTE: Motion to approve the May minutes as presented was made by Marlene. Cassie seconded the motion. The motion was carried without objections or abstentions.

Financial Report

Mark updated the Board on account balances.

Umpqua Bank:

Checking \$17,481.67
Savings \$18,807.29

Key Bank:

\$ 9,406.34
\$ 2,000.00 pending deposits for the day
\$11,406.34

The first of three tri-annual payments from the City of Sweet Home for operation of the Visitors Center was received, and this \$5,000 payment is included in the Umpqua

checking account balance. The financials reflect the month of May. Financials were provided by Tina Koopman.

Nonprofit Status Update

A notice was received from the IRS around the end of April stating the IRS has 90 days to review the filing and the Chamber should receive a response around the end of July.

Executive Director Update

Melody reported on the following:

- The current Chamber membership count is 95. Last month there were 93 memberships.
- Facebook page likes are 2940, compared to 2917 in May 2021. The Chamber's budget goal for memberships is \$24,000, and actual income at this time is \$24,220. The Chamber's post reach decreased by 47% and engagement decreased by 37%, which is to be expected due to the Hiring in Sweet Home job listing on the Chamber's Facebook page last month that generated engagement. The Cut the Gut page is the top most viewed page, the Sportsman's Holiday page the second most viewed, the rockhounding page the third most viewed, and other events page the fourth most viewed.
- Last month Melody helped Rebecca Grizzle of the Lebanon Chamber of Commerce deliver grant applications to businesses. Linn County decided to disperse the remaining funds again and today Melody delivered more checks to many Sweet Home businesses.
- There is nothing to report at this time on the Cascade Gateway Leadership Program and Lebanon Business Expo.
- Sportsman's Holiday Weekend will be held July 8-11.
- Coffee with Colleagues held on June 8th at The Point Restaurant had 20 people in attendance. Most of the princess court were in attendance.
- Jamboree Artisan Alley is mostly full with ten booths reserved and payment for the last reservation will be received. This will be \$3300 extra that the Chamber did not expect to have.
- The first Business After Hours event will be held at the Valley View property on June 24th. It is a great opportunity to reconnect with the business community.
- The Distinguished Service Awards Banquet to be held July 24th has only 88 confirmed guests, and each category has one nominee. Melody will print and provide nomination forms to the Board members. Each table will be decorated with the Vintage Picnic theme.
- Cut the Gut orders received for t-shirts and passports are about \$3,000, and total income including ads for passports is about \$5,000. The projected 2021 budget was an income of \$13,000, but it is doubtful the goal will be met at this point.
- Shirley is ordering and receiving brochures for the Visitors Center from many different regions each week, and visitors are coming in.
- Twelve postcards from the Sweet Home photo contest have sold so far.
- The Chamber Ambassadors will start helping with Business After Hours. If any Board members are available to help lead Coffee with Colleagues that would help fill a gap.

- Mark shared that KeyBank may be interested in becoming a Chamber member.

Princess Court Committee Report - Cassie

Cassie reported there are seven participants on the court. An application was submitted which did not show it had been received and the applicant was not contacted, however, the applicant provided proof that the application had been submitted correctly before the deadline. Applicant was interviewed and added to the court. The court attire has been purchased. The court princesses served strawberry shortcake at the Lebanon Strawberry Festival and a favorable report was received that the princesses were friendly and represented Sweet Home well. Cassie will take two or three girls to the Linn County Pioneer Picnic court coronation in Brownsville on June 18th, and the court will attend the breakfast on June 19th to support the Brownsville community. The court went to Coffee with Colleagues held June 8th at The Point Restaurant, and will attend Business After Hours on June 24th and the Sweet Home Sweet Ride Car Show on June 26th. The Sweet Home princess coronation is to be held in conjunction with Sharc Showdown, but there are no applicants for Sharc Showdown at this time. The Princess Court event is halfway funded and the committee is looking for more sponsorships. Mark shared that adding Cassie as a signer on the Princess Court KeyBank account is in the process and the new signature card will be received.

Cassie reported that a Christmas card yard sign clean up and inventory is scheduled for August 7th.

Other Business

Melody asked Jen Castaneda, the volunteer, to work in the Visitors Center on Saturdays from 10 am - 2 pm, and Jen agreed to it. This is to fulfill the Chamber's contract with the City of Sweet Home to have the Visitors Center open from Memorial Day through Labor Day.

George adjourned the meeting at 6:00 pm.

Respectfully submitted,

Mark Opperman
Secretary/Treasurer

Shirley Selleck
Recorder

