

**Round Top Area Chamber of Commerce
Board of Directors Meeting
November 12, 2020**

CALL TO ORDER: 9:00 am

In attendance: Brenda Bartley, Ty Clark, Derrick Jernigan (Audio), John Lowery, Sarah O'Brien (Audio), Jon Perez, Kelli Sanford, Kaci VanCoutren (Audio), Julie Wantland; Regrets: Tiffany Reid

REVIEW OF MINUTES: Minutes of the October meeting were reviewed. Jon moved that the minutes be approved as presented. Ty seconded and the motion passed unanimously.

FINANCIALS:

The October Financial Report will be emailed to Board members for review and posted on the Chamber website..

CHAMBER PRESIDENT UPDATE:

John commented that the Fall Antique Fair seemed to have been successful.

WINE FEST REPORT:

Wine Fest was also successful – almost 500 people attended, whereas we planned for 350-400. Although smaller than previous Wine Fests, we were able to raise a net of approximately \$12,000. Tiffany will conduct a debrief - it was suggested to also survey some of the attendees. Part of the attraction for the event is the curated list of high quality wines. Tiffany added a small (2% - 3%) markup to the wines to cover her costs for staffing to order, receive and distribute the wine. Jon suggested that mark-up could be higher if needed, but she was only trying to cover her costs, not make a profit. John asked that our members be supportive of our volunteers' reputations if we hear unsubstantiated comments about that process.

Next year the dates/timing will be similar, with the Antique Fair ending on Oct 31 and the Wine Fest the following weekend. Tiffany plans to have all Wine Fest plans in place prior to the Fair to avoid the last minute nature we faced this year, with the delay in approval from the town.

BY-LAWS REVIEW:

Julie reported that a draft of updated by-laws has been developed and is posted on the website. There were two drivers for the review. We want to make sure the by-laws reflect the way we are currently operating and look at current "best practice" wording to make sure we are keeping up with current issues and trends. We will send an email to Chamber members in November with a request for approval in early December. The vote results will be shared in the December meeting.

RFP FOR MARKETING SERVICES:

Sarah reported on the steps being taken to request proposals for a firm to take over marketing services for the Chamber. The RFP has been drafted. Given the impending holidays and our desire to implement Chamber Master software, we would like to defer sending the RFP out until the spring. Design at Work has indicated they can be flexible to continue serving until that time.

COMMITTEE REPORTS:

Adopt-a-Highway – Kelli reported that the Nov 10 trash pick-up day went well. A total of 39 large bags of trash were collected and the highway looks much better. The usual collection of unusual objects were found. She plans another pick-up after Christmas in RT.

Christmas in RT – Ty reported on the status of plans. All is progressing well – we have lined up antique cars for the grand marshals (Judge Joe Weber and Craig Moreau). He is working to install some lighting at the corner of Bauer Rummel and White St. as that is a dark corner. Julie reported that the application form is available on the website. Sponsorships are being solicited to fund security, insurance, and publicity. Paul Michael will sponsor a photo booth so that children can have a picture even though Santa won't be doing visits in the gazebo.

I DO ROUND TOP – This event has been moved to Valentines Day, February 14, 2021. Derrick will convene the committee this week. Kelli will send him the names of Chamber members who volunteered to help.

Membership: Kelli indicated they are looking at a new tiered membership structure to be implemented within Chamber Master. They'll also include other opportunities to support, such as a year-round event sponsor and year-round advertisement.

NOMINATIONS FOR NEW DIRECTORS:

Two positions are available. Kelli will send the request for nominations today, asking for response by Nov. 18. The ballot will go out for e-mail vote on Nov. 23rd. New Board Directors will be installed in the December meeting.

NEW BUSINESS:

- Now that we have the Wine Fest results and more financial stability, Brenda suggested we move ahead to approve the acquisition and implementation of Chamber Master. Julie suggested that the cost estimates be finalized and brought for approval by vote in the December meeting. All agreed to that approach.
- Jon asked the group about feedback they had received on the change in dates for the Fall show. He had consistent feedback from vendors that the 4 week delay was too long – perhaps a 2 week delay would be better. The group discussed the need to avoid Canton (first Monday of the month), and the challenges faced by lodging members who already have reservations for the show. It was suggested that we ask Katie Stanihova to facilitate a meeting of stakeholder to provide input to county and town officials. Kelli took that follow-up.

MOTION TO ADJOURN: By Ty at 10:05 am and seconded by Brenda. Approved.

Submitted by: _____ Julie Wantland, Secretary