

## Full Board Minutes

March 10, 2015

12:00 p.m.

**Present:** Josh Andrews, Deb Ward, Alana McNary, Rod Seel, James Heimgartner, Tobey Johnson, Bruce Carselowey, Mandi Hursh, Mike Ronen, Alex Haines, Rose Wilson, Katie Henderson and Jessica Folk representing the Ambassador Committee

**Staff:** Susie Carson & Vicky Bell

Deb Ward offered Invocation.

### I. Consent Agenda

- a. Members reviewed & approved the January Minutes and February Financials. Motion to approve by James Heimgartner, seconded by Alex Haines. Motion carried.

### II. Directors Report

- a. Discussion of Brainstorming Session for combining the Walnut River Festival and Car Show. Suggestions were made concerning marketing for this combined event. Discussion on whether each group would have their own marketing tool or combine all marketing as one. Mandi Hursh moved that all marketing tools would include both events under the Chamber logo. Second by Josh Andrews. Motion carried.
- b. Reminded board of Candidates Forum on April 2<sup>nd</sup> at City Hall at 7:00 p.m.
- c. KidzFest Committee would like a representative of the Chamber to attend their meetings. President Deb Ward asked for a volunteer. No one volunteered at this time.

### III. New Business

- a. Ratify Executive Board  
Rose Wilson moved to ratify the 2015 Executive Board which includes Deb Ward, Josh Andrews, Jeremiah Zweifel, Tony Allison, and Katie Runnion. Second by Alana McNary. Motion carried.
- b. Meals for Full Board Meetings  
The Board discussed whether the Chamber should continue furnishing lunch for Board Meetings. Alana McNary moved that everyone provide their own lunch. Second by Rod Seel. Motion carried.
- c. Ambassador Committee Update – Jessica Folk/Katie Henderson  
Jessica Folk, Ambassador Co-Chair, presented ideas for the Ambassadors when contacting our members. Personal contact is important to see what our members expect from the Chamber. This avenue will lead to better service for our members and hopefully will increase our membership. The committee is asking the board for direction for the Ambassador Committee. The Board liked the presentation and thanked the Ambassadors for their hard work. Bruce Carselowey moved to go forward with the Ambassadors proposal of visiting current members and taking a more active role in communicating with them. Second by Josh Andrews. Motion carried-Ambassador Proposal is attached
- d. Young Professional Meeting – April in Salina  
Josh Andrews moved to send Susie Carson to the Young Professional Meeting in Salina in April and the Chamber pay the \$50 charge for the event. Second by Mandi Hursh. Motion carried.

James Heimgartner moved to adjourn. Second by Alex Haines.

Adjourned: 1:05 p.m.

Next Meeting: April 14, 2015 - 12:00 pm

## AMBASSADOR PROPOSAL

Dear Chamber of Commerce Board,

As Ambassadors for the Chamber we see a need that we are willing to step up to the plate and fill. Our proposal is to take ownership of current Membership and lay the ground work with these members to be able to build from. Below we put together what we will feel would be our starting point.

Focusing on current members before we try to grow the number of business, we want to be able to show our existing supporters what we offer and how we are supporting the business economy in El Dorado. We also want them to know that we appreciate them and their opinions as opportunities.

- Assist Susie with Hand delivered Chamber Decals
- Personally market the new Website to businesses
  - Show them their company information
  - MMN- show them how they can sign up for it and submit information for the MMN
  - Calendar of events
  - Show stats of website so they can see the exposure they are getting (member benefit)
- Coffee Chats/After Hours
  - Personally invite to Coffee Chats and After Hours on a routine basis
  - Remind them to bring their business cards for a chance at Chamber bucks
- Chamber Bucks
  - Explain the new system to our business
  - How they can be used for employee benefits
  - Also explain how they are more business friendly and also keep local dollars local
- Personally invite business to get involved
  - Show the list of committees what they do and how they benefit El Dorado
- Encourage our businesses to support one another
  - Personally invite to ribbon cuttings and open houses in some format?

Number of businesses Ambassadors and Board Members need to visit to deem this a success?

- We have 251 current members
  - 100 businesses
  - 125 businesses

Personal visits should be made easy on everyone

- Chamber Folders with information about the Chamber, phone, address, website, mission statement, list of committees and what they do, etc.
- Buddy system?

Membership Drive

- This can only be completed after we have deemed visiting members a success.
  - Team effort between the Board and Ambassadors
  - Summer Activity- might be best to plan on 2016

Our Expectation of the Ambassador group is two hours a month, one for our meetings and one used for visiting business. Our Goal is to visit 8-10 business a month and also to increase the number of Ambassadors and retain the new members. We believe success would be 100 businesses by the end of the year.

Thank you for your time in considering our proposal- The El Dorado Chamber of Commerce Ambassadors