



Meeting Minutes

Purpose: July Board Meeting	Date: 7/8/2021
	Time: 8:30 AM in person and or zoom Zoom: https://us02web.zoom.us/j/83149809009?pwd=d1FMWXFkAlByYUd5eFZjK3VEQ25tZz09
Present: K'Lynn Lane, Lori Anderson, Pat Reilley, Gregory Price, Vicotria Ackerman, Maggie Cooper, Eilene Flory, Stephen Allen.	
Absent: Jessica Barnett, Joni Kabana	

Item	Detail	Action/Notes
	Pat Reilley called the meeting to order 8:32	
Treasurers Report	Review of Financial Position	Lori – sent the fiscal year report and summarized the information. She shared the Chamber ended the fiscal year with a Net Revenue approx. \$34,500. Lori asked board members to call with questions if they needed any additional clarification – when looking at line items. She encouraged everyone to think about ways to increase revenue or decrease expenses in certain areas – if there is feedback contact Lori Anderson. Would like to have feedback by the next board meeting.
Directors Report	Members- New Rene Durfey, Toni Campbell, Anna Cathleen Greiner, Lori's Place, Luciano Tree Service, J&S Drain. 305 Members. Rebranding: Next steps	K'Lynn started by saying it's a great day when you answer the phone and the person on the other end is asking to join the Chamber. We added several new members this month and are standing strong with 305 Chamber Members. K'Lynn Mentioned that is an increase of 152 members in two years. The office has been very busy over past month with 4 th of July prep, as well as meetings with tourism entities. What next steps to book for marketing and rebranding? K'Lynn feels confident that Special Projects Grant request will be funded but asked board if we should wait for funds to be secured or if we want to move forward with rebranding and marketing package? Pat Reilley – recommends that we wait. Lori asks if we will change name and if that requires changing EIN / BIN numbers. K'Lynn stated we plan to file a DBA. K'Lynn expects for the marketing rebranding to cost between \$15,000 and \$18,000. Board discussed whether or not the by-laws need to be hashed out at annual meeting. By-laws will be made available to members before the



		<p>annual meeting and quickly discussed at annual meeting before the vote.</p> <p>K'Lynn will get three bids to submit to the Board for consideration before moving forward with Marketing company.</p>
Fourth of July	<p>Event Wrap Up Softball-Golf-Four-Wheeler Rodeo- Artisans Market-Street Dance Morning Program-Hula Hoop-Parade (37 entries)-Kids Games-BBQ-Raffle & Concert Report</p>	<p>Recap of softball tournament, winner Painted Hills Beef. Dave Barnett Golf Tournament held first auction and raised over \$1,200 for fireworks. Four-wheeler rodeo a success, Artisans Market very well attended, and Street Dance was very popular. K'Lynn expressed appreciation for help of Pat with raffle, and the Times Journal for their media support and participation of board members throughout 4th of July weekend. Discussion of another Street Dance on August 7th to coincide with the next Artisans Market and the All Class Reunion – Elks can't do offsite beer gardens and more efforts to have events on Main Street are being explored. Raffle raised just over \$4,000 – to offset fireworks display which costs \$5,500. With help from Golf Tournament proceeds, paid for many of the expenses that cover 4th of July expenses. The parade was sponsored, Fire Dancer sponsored – only expenses were Grand Marshal gifts, and entertainment. The event overall cost the chamber around \$2,200.00</p>
Key Performance Indicators	Priorities	<p>Key Performance Indicators: Greg discussed measurements of success for the organization. K'Lynn mentioned she measures her performance off the strategic plan to make sure she is meeting all her markers. Including non-dues revenue and increasing revenue from new members. K'Lynn is excited about engaging new partners such as Main Street America, Rural Development Organization, Eastern Oregon Visitors Assoc. K'Lynn also discussed the reworking of accounting system and gave summary of the improvements that have been made that have helped with reporting and transparency.</p> <p>Greg – out of accomplishments mentioned there are 2 that are quantifiable – membership and non-membership dues. Stephen mentioned that another way to measure KPI for the Chamber is by tracking the quantifiable of businesses that received financial assistance through the Chamber as pass-through, as well as referrals to SBDC or other trainings. Lori mentioned KPI's can be around revenue from grant assistance, number of events held, referrals for businesses sent from the Chamber to the Small Business Development Center and the number of trainings we host throughout the year.</p>



<p>Project Endorsement</p>	<p>Detail: Spray General Store Fundraising Pass Through & Fiscal Agent on Grant Condon High School Tennis Courts Applicant</p>	<p>Project Endorsement: Spray General Store – to endorse and be fiscal agent with ongoing fundraising. Condon Tennis Court – Condon School asking for the Chamber to be the fiscal-agent for the project.</p> <p>Greg – if we are to be fiscal agent we will be responsible for administering, reporting and ultimately owning the grant.</p> <p>Eileen – concerns of ownership of tennis court by school.</p> <p>Greg – not to get lost in the need of a project but the risk and liability. Need to do more research on the matter.</p> <p>Stephen – is it common for schools to do pass-throughs through Chambers?</p> <p>There were concerns around the legality of passing fundraising for a private business through a non-profit.</p> <p>K'Lynn – will reach out to Main Street America and Rural Development Initiative (RDI) - will not tell Joni or others “no” but that more research needs to be done.</p>
<p>Upcoming Education/Training Opportunities and events.</p>	<p>Upcoming trainings Digital Marketing Final Presentation July 19th Arlington Car Show N’ Shine July 31st Rural Women in Business Summit October 5th</p>	<p>Upcoming Events:</p> <ul style="list-style-type: none"> • Trainings: Digital Marketing event July 19 • Arlington Show & Shine, 3 on 3 Basketball July 31st • Rural Women in Business Summit October 5th
<p>Annual Meeting</p>	<p>July 22nd 5:30-7 pm Chamber Social Agenda: Bylaws (sent out in advance) Vote New Website Take advantage of your membership (Events, Opportunities & Trainings) Tri-County Chamber – What’s Next Google My Business</p>	<p>Annual Meeting: July 22nd 5:30-7PM; open floor to additions to agenda; the agenda will be shared. Bylaws sent out in advance to members for consideration at Annual Meeting.</p>
<p>Good of the Order</p>		<p>Lori we have a need to create a policy manual that has everything in one place. One that is numbered and formalized.</p> <p>K'Lynn will work on getting that done!</p>
<p>Next Meeting</p>	<p>August 12th @8:30 am in person and Zoom</p>	<p>Meeting was adjourned at 9:39 am.</p>