

**Chamber of Commerce Membership Meeting
February 8, 2007
Minutes**

Members in Attendance: Adrienne Chesire, Chamber of Commerce; Ellen Hoover, Millworks; Susan Miller, YSI; Elisabeth DeForest, YSI; Karen Wintrow, Interior Source & YS Council; Jeff Singleton, Friends Care Center; Chuck and Letha Kimball, Kimballs; Sherryl Kostic, Would You, Could You in a Frame; Priscilla Moore, Mr. Fub's Party; Randy Gifford, Reichley Insurance; Dan Young, Young's Jersey Dairy; Len Kramer, Community Roundtable; Donna Avnaim, Déjà vu; Vicki McClellan, Ertel Publishing; Patrick Ertel, Ertel Publishing; Terre Pope, Global Gallery; Marlin Newell, Children's Center; Evelyn LaMers, YS Pottery; Lynda Sirk, Antioch College;

The meeting was called to order at 9:05, followed by introductions of the members.

Dan Young brought forth the motion to accept the minutes for the last membership meeting; Jeff Singleton seconded. The motion carried.

Announcements:

Millworks reported one of their major tenants, New Century Plastics, will be leaving Millworks. Space is available and currently under renovation.

Karen thanked Jacki Mayer for hosting the last **Business After Hours** at WYSO. The next **Business After Hours** will be at Rita Caz Jewelry Studio on February 15th at 5:30 pm.

The Cedarville Chamber of Commerce is planning a Sidewalk Sale over Memorial Day.

Board Report:

The Chamber of Commerce Board held a ½-day retreat on January 29th. Fred Bartenstein facilitated the goal setting plans for 2007. The primary goals for emphasis in 2007 are:

1. Funding – Address Chamber Revenues and Costs
2. Strengthen and Grow the Membership
3. Strengthen and Develop Events

Board Committee Assignments:

- Finance: Jeff Singleton, Jacki Mayer, and Ellen Hoover
- Web Tech: Lynda Sirk
- Marketing: Terre Pope, Dan Young
 - Events: Dan Young, Mark Crockett
 - Street Fair: Terre Pope
- Leadership Development: Karen Wintrow will look for a chair
- Membership: Jacki Mayer, Sherryl Kostic, and Ellen Hoover
- Chamber Operations: Karen Wintrow, Ellen Hoover
- Economic Development: Karen Wintrow, Ellen Hoover
- Professional & Large Industry Sector: Greg Carlson, Elisabeth DeForest

Discover the Dayton Region – a softbound magazine devoted to the Miami Valley region and used for relocation purposes, travel destinations, etc., is distributed at hotels, bookstores, major grocery chains, will be celebrating the 60th anniversary of BRAC (Wright Patterson Air Force Base). The CIP, Chamber of Commerce, McGregor School, and others met with the magazine representative to consider a multi-page spread on Yellow Springs. The distribution date will be in June.

Finance Report:

The 2006 budget was on target for the year. The Chamber has about a years' worth of reserves. The loss experience was projected. The goal for 2007 is not to show a deficit. Most of the revenues come from membership dues and the two street fairs equaling \$58,000 of operating funds. The Finance committee will consider the membership dues structure and increasing street fair booth space fees. The Chamber office plans to carefully track advertising campaign expenses and revenues to better show actual expenditures.

Marketing Committee Report

The Chamber office contracted with WDTN (channel 2) for 105 commercials over the next three months. We will produce the commercials so that we have all rights to them for future use.

Karen shared appreciation to Priscilla Moore for her Letter to Editor in the YS News, regarding Holiday in the Village; Informal surveys to go to merchants regarding the holiday event. CIP experienced a dramatic surge in hits when the Chamber advertised their website. All current members will receive the database acquired through Holiday in the Village gift basket giveaway.

Staff report

One new member joined the Chamber, 30 renewals. The new member joined because of the workers compensation benefit.

Adrienne announced that we would participate in the Waterways and Pathways bike path publication. If your business is interested in participating, contact the Chamber office.

Upcoming Events:

February 10th and 17th weekends - Village Artisans Mardi Gras event
February 17th - Progressive Dinner, Friend's Care Center at \$50 per ticket
April 8th - Easter Egg Hunt at Young's Jersey Dairy

Len Kramer summarized the Community Round Table event held in September 2006. Several recommendations for the Chamber of Commerce came out of the meeting (e.g., utilize pool of retirees to promote business development; leverage resources to help grown YS business; increase hotel accommodations to generate hospitality tax revenue; attracting businesses to YS; promote YS as a destination, website and facilities and services clearinghouse).

The meeting adjourned at 10 AM.

Next meeting: March 8, at noon, Antioch Inn