



## **Yellow Springs Chamber Membership Meeting July 12, 2007**

### **Minutes**

**Members in Attendance: Donna Avnaim – Déjà Vu, Ellen Hoover – Millworks, Jerry Sutton, Jon Castonguay – WYSO, Karen Wintrow – Chamber Coordinator, Joan Ackerman – YS Community Foundation, Patrick Ertel – Ertel Publishing, Vicki McClellan – Ertel Publishing, Jeff Singleton – Friends Care Community, Dave Boyer – WPAFB, Pricilla Moore – Mr. Fubs Party, Dan Young – Young's Jersey Dairy, Kate Bush – Tecumseh Land Trust, Jacki Mayer – WYSO, Don Hollister – YS Postcards.**

Also in attendance Alan Raney from Greene County Convention & Visitors Bureau & Jonathan Platt

### **Introductions:**

### **Minutes from June 14<sup>th</sup> Meeting:**

Change to reflect WYSO's mailing was 25,000 not 2500 as per Jacki  
Move to approve & seconded

### **Announcements:**

Business After Hours, July 19<sup>th</sup> at Antique Power  
Chamber Golf Outing, Sept 20<sup>th</sup>  
WYSO – Golf Outing, Thursday, August 9 – 6-9 PM at Young's & Concert, Saturday  
July 28<sup>th</sup> & Poolside Shindig at Gaunt Park August 17<sup>th</sup> 6-10

Jonathan Platt – Working with Antioch College admissions department. Would like to put together a packet of things from businesses to give to students. Looking for donations.

### **Reports:**

**Finance Report** – Jeff Singleton – May was a very good month, street fair revenues were accounted for. In the process of creating clearly defined line items. Approved & seconded

**Board Report** – Ellen Hoover – Two Board members along with Carol Gasho & Dan Young from Community Resources, Ron Schmidt from CIP will be meeting with Toni Murdock, University Chancellor, on Friday, July 13<sup>th</sup>. The goal is to find out whether partnerships can exist with businesses/organizations & the University. Want to be able to come away with a letter signed by the attendees of this meeting to be put in the Yellow Springs News for the benefit of the community (local & regional).



Merger of CIP, CR & the Chamber. Create one entity to be more effective. A proposal has been presented to these groups to facilitate this process.

Priscilla raised the concern of the broader scope of the CIP & CR. She's concerned that the Chamber's focus may be lost.

Ellen asked for anyone to feel free to contact her with questions or concerns regarding the merger.

**Coordinator's Report** - Karen Wintrow – Membership numbers are off. Some memberships are overdue by a year or two.

Business After Hours last month at Thistle Creek, this month at Antique Power, Thursday, July 19, 5:30-7:30

Street Fair – Brought in \$1000 more in revenue, spent more money on advertising & printing.

Busy last few weeks - Art Stroll, Chamber Pot Gallery, YSKP Summer Festival – Saturday, July 14<sup>th</sup> – Kite Festival on the Golf Course

Donna suggested taking over Short Street on Saturdays after 12 noon & have events going on in that part of the Village.

**Marketing** – Karen - Commercial is still being shown. WYSO Proposal, Think TV ad, Need new Postcards, Starting to sell Memorial Bricks for \$100 per brick & the Chamber will use the money for Train Station beautification projects. Alan Raney suggested a sign that would create a photo opportunity for visitors. Brochures- UD student marketing project.

Acadia Marketing, hired by the Dayton Development Coalition, working on a branding project for the Dayton Region

Priscilla – Concerns about health of downtown, health of Dayton Street businesses. What about the repairs on Walnut Street? Ineffectual marketing structure, need follow through by members, recruit members & merchants, Chamber's current role in marketing campaign, coordinator or someone needs to walk the shops, talk to owners, for fall need aggressive marketing campaign, Coordinated by Chamber? How will the invoicing be handled? Individual invoicing for each business? Workshops/education for businesses, branding, etc.

Adjourned & Seconded, Next Meeting August 9<sup>th</sup> at 9 AM at the Bryan Center