



2007 Annual Report

January 10, 2008

Ellen Hoover, President

Karen Wintrow, Chamber Coordinator

Report from the Board of Directors

Goals and Objectives for 2007 / Ideas for 2008

In January of 2007, Chamber members worked with Fred Bartenstein to create our goals and objectives for 2007. This year we will again meet to define goals for 2008. Mr. Bartenstein provides his services as a gift to the Chamber, and to make the best use of his services, I am asking you to give us your ideas for what the Chamber's goals and tasks should be in 2008 prior to our meeting February 11th. Despite a year that faced staff and board changes, we - all of us - have made remarkable progress.

Last year's Chamber goals were met through the hours of many volunteers and staff. No one person accomplished all I'm going to relate to you - it took you, the membership, the board, and our staff. I want to thank you for your very valuable time and talents to make this happen. Here are last year's goals and some ideas for 2008.

Goal I: Funding – Address Chamber Revenues and Costs

The activities that defined this goal have been met and we have had large carryover. In 2006, the Chamber had a deficit of nearly \$5,000. Karen and Treasurers Sherryl Kostic and Jeff Singleton kept tight control of expenses, accounting and daily management and Jeff McWilliams was hired for statements and our payroll filings. The Board began to identify new revenue streams and increase ones we had. We will continue this belt tightening work.

Goal II: Economic Development – Address Roles for the Chamber, the Village, the Township, Community Resources, others; Clarify target businesses and industry to attract to Yellow Springs

This goal's activities included assisting Community Resources to market sites, recruiting activities, looking at ways to combine local efforts with CR and the Community Information Project to reach this goal, and to get discussions to a point of near term for hiring economic development staff. It is an ongoing, uphill effort but we will have exciting news for 2008.

Goal III: Strengthen and Grow the Membership

Last year we had to focus on putting the pillars under our membership activities, and we've done that. We've created more abilities to network, more opportunities to use the benefits of membership, and we've communicated with the Village over Chamber concerns. We've added activities that draw business to the Village and we've heightened our visibility in the region. Next year, watch for more seminars, speakers at our meetings that will help you in your business efforts, and more advertising. If you are not yet a Chamber member, join up now.

Goal IV: Enhance Web Presence

Combine web presence with Community Resources. Obviously, this did not occur for various reasons. However, look for this goal to be addressed in 2008 - but differently than we all envisioned in 2007.

Goal V: Strengthen and Develop Events

Some tasks we envision follow - all of these tasks were addressed or we assisted other groups in these efforts. Synergize timing of arts, entertainment, and sales events, create a Monthly Shop Hop, create monthly calendar of events, establish a marketing timeline, review/strengthen Street Fair, link local events to existing regional and state sites (ODOD), create "Welcome back student" packets.

Goal VI: Staffing - Address Staffing Needs (Current and Future)

Some activities we accomplished, but others were put on the back burner with staff and board changes. We did look at funding for additional staff for extra activities which is reflected in the 2008 budget. This coming year we will look at changes in the structure and responsibilities of the part-time weekend position with the idea of combining that position with part time, week day staff person whose job will focus on activity and office support.

2007 Board of Directors

- **Ellen Hoover**, Millworks, President
- **Jacki Mayer**, WYSO, Vice President
- **Elisabeth DeForest**, YSI, Secretary
- **Sherryl Kostic**, "would you, could you" In A Frame, Treasurer (as of September 10)
- **Greg Carlson**, Antioch Company, At-Large Director
- **Mark Crockett**, Rita Caz Jewelry Studio, At-Large Director
- **Terre Pope**, Global Gallery, At-Large Director
- **Lynda Sirk**, Antioch College, At-Large Director
- **Dan Young**, Young's Dairy, At-Large Director

Board members leaving before a completed term

- **Karen Wintrow**, Village of Yellow Springs
- **Jeff Singleton**, Friends Care Center

2008 Board of Directors

Continuing

- **Mark Crockett**, Rita Caz Jewelry Studio, At-Large Director
- **Elisabeth DeForest**, YSI, Secretary
- **Sherryl Kostic**, "would you, could you" In A Frame, Treasurer (as of September 10)
- **Terre Pope**, Global Gallery, At-Large Director
- **Lynda Sirk**, Antioch College, At-Large Director
- **Dan Young**, Young's Dairy, At-Large Director

Re-elected

- **Ellen Hoover**, Millworks, President
- **Jacki Mayer**, WYSO, Vice President

New

- **David Boyer**, Boyer Financial, At-Large Director
- **Elise Click**, WesBanco Yellow Springs Branch, Treasurer
- **Benjamin Smith**, Ertel Publishing/Civil War Magazine, At-Large Director

Report from the Chamber Coordinator

Staffing Change

Adrienne Chesire left the coordinator position in early April. Given the proximity of the June Street Fair, the Board determined it was of paramount importance to move someone with experience into the position quickly so Karen Wintrow was asked to step down from her role on the Board to become the new Chamber Coordinator as of April 9.

Membership

Developing a current member roster and timely membership renewals was a top priority in 2007. Non-renewing members and closed businesses were removed from the list so the active Chamber membership was actually reduced by 27 this year. As of December 31, 2007, the Chamber has a total of 243 members; 165 local (voting) members and 78 non-local (non-voting) members. Of those members, 32 were new for 2007.

Street Fairs

Both Street Fairs were exceptionally successful this year in part thanks to perfect weather and as always, the efforts of the Village, MTFR and our volunteers,. There was an increase in net revenue of \$1200 in June and \$3000 in October that can be attributed to the following operational changes. First, the corporate sponsorship by WesBanco added a total of \$1500 per Street Fair. Second, Street Fair was expanded by the addition of 10 booths on Xenia Avenue. Finally, booth fees were increased for non-local vendors by \$25 per booth in October. The increased revenue allowed increased advertising.

The Aerial Angels participated in both Street Fairs this year and as always were a crowd-pleaser. Additionally, Don Beard of Peach's continued his sponsorship of the Music Festival at Mills Lawn. The Egyptian Breeze Belly Dancers did several performances at both Street Fairs as did a variety of other street entertainers, both scheduled and unscheduled. The entertainment is an aspect that separates Street Fair and adds to the ability to attract attendees.

Advertising Campaigns

The Chamber of Commerce coordinated three advertising campaigns this year that received wide participation by our members. Continuing the work started in 2006, the advertising focused on promoting Yellow Springs as a destination and featured the CIP logo and tag line "Find Yourself Here".

The most exciting advertising effort for 2007 was a commercial that ran on WDTN-Channel 2 from spring through the June Street Fair. By running it when there were open timeslots as opposed to a fixed programming schedule, we not only received a great rate but had viewership during some key programs like the Oprah Winfrey Show, The Today Show and the Evening News to mention a few. The commercial was inexpensively produced by a local producer with a voice-over done by Adrienne and featured a montage of views of each participant. It has been linked to the website to maximize exposure.

In late spring, the Chamber started a one year underwriting campaign with WYSO that included 510 spots for a cost of \$6575 with participation from 35 local businesses.

An opportunity to purchase a billboard ad on I-70 West between Routes 72 and 68 at very favorable rates was brought to the Chamber by Karl Koehler. A collaboration of the Chamber, CIP, Greene County Convention and Visitor's Bureau, Springs Motel and Young's Dairy designed and paid for the billboard that featured the simplified CIP logo with the words, Shop Eat Play Stay and exit number included.

Finally the Marketing Committee wrapped up the year with the "Find Yourself Here for the Holidays" campaign. This ad campaign, which featured holiday events and shopping, ran from November 15 through December 21 and included ads in the Dayton Daily News, the Springfield News Sun, Dayton City Paper, Greene County Dailies and Yellow Springs News as well as the spots already purchased on WYSO. The last week of advertising focused on the 3rd Friday Fling in the Springs, an evening of late night holiday shopping and entertainment. Twenty six businesses participated at a cost of \$150 each thanks to additional financial support from the CIP and Chamber.

Events

Beyond Street Fair, the Chamber of Commerce sponsored many successful events this year which, along with our advertising campaigns, helped to reinforce the idea that Yellow Springs is more than just a village in the Dayton area but rather a destination the whole family can enjoy. The majority of these events were planned and promoted by a very active Marketing Committee chaired by Lisa Hunt.

The highlight of the year was the entire run of Holiday in the Village which started with the Glen Helen Arts and Crafts Show in mid-November, continued with the Holiday in the Village weekend of December 1-2 and culminated with the 3rd Friday Fling in the Springs on the Friday before Christmas. The weekend event featured hot cider at Corner Cone, "Mrs. Santa" aka Lisa Hunt at The Emporium, a doggie Santa at See Spot Run, caroling by the Community Chorus and special treats served by many local merchants. The inaugural 3rd Friday Fling featured very popular carriage rides sponsored by Springs Motel, fire tricks by Soul Fire Tribe and shops open until 9. Holiday in the Village was made even more special thanks to the decorating efforts of the Village, downtown merchants and the HITV committee chaired by Sherryl Kostic, who decorated several key spots in town including 100 Corry Street and the Jackson Lytle Williams Funeral Home.

Additionally, we had a year packed with events sponsored and organized by the Chamber or with our promotional assistance. We were co-sponsors of the Dayton Corvette Club Show and continued our association with the PT Cruiser Car Show, both held at Young's Dairy. We also helped to support the YS Kids Playhouse Summer Festival which included two productions and several promotional events in town. WYSO's Summer Concert Series continued with three concerts held on the Antioch Commons followed by the AACW Blues Fest in early September.

The Chamber took a larger role in marketing and advertising the Art Strolls this year. The first was the Garden Party held in April and conceived by Sherryl Kostic as an event to feature flowers of all types, whether real or in art. The June Art Stroll featured the dedication of a ceramic tile bench created by the John Bryan Pottery Studio and installed at the SE corner of Xenia Avenue and Corry Street and a new installation of art in our own ChamberPot Gallery. In October, the Arts Council worked with TAG (Teen Art Group) to host a found art installation at the Hip Joint, otherwise known as the Senior Center. In addition, the Artist Studio Tour ran for 2 days and combined with the Art Stroll was marketed as an opportunity to Explore the Arts in Yellow Springs.

Web Site

The website has proven to be a valuable tool for communicating to visitors and members. Bruce Cornett and his staff have fine-tuned the home page to make it more visually-cohesive, user friendly and attractive. Updates are done weekly and sometimes more often so information is kept current. We encourage our members to be active in updating their listing information and providing us with events information and important links to keep the website as useful to visitors and members as possible. We also hope you will add our website, www.yowlspringsohio.org as a link to your own so that visitors to your site can be assured of the most current information available about events and businesses in town.

Newsletter

The monthly newsletter is the primary means of communicating with our members. It is mailed one week before the membership meeting and contains information regarding meeting agenda, Chamber activities and community events. In an effort to reduce paper and save on postage, beginning in October, newsletters began to be sent via e-mail only to most of our recipients.

Business After Hours

The Business After Hours events, held every third Thursday, were fully scheduled in 2007 thanks to great support from our members. Some were educational including a program on sustainability hosted by Antioch Company but most were simply opportunities to relax, network with fellow Chamber members and learn about the host businesses. The following businesses were hosts in 2007: WYSO, Rita Caz Jewelry Studio, Friends Care Community, Antioch Company, Global Gallery, Thistle Creek, Ertel Publishing, Village Greenery, Young's Dairy, Community Children's Center, Hunter Consulting & SOCA, See Spot Run.

We look forward to visiting with more members in 2008 and have been able to schedule 7 of the 12 events.

Looking to 2008

One of the exciting opportunities for 2008 is the Year-Long Marketing Plan being formulated by the Marketing Committee. In an effort to build on the success of the advertising campaigns from the past two years as well as to increase the effectiveness and efficiency of these efforts, a Year-long Marketing Plan will focus on developing Yellow Springs as a destination by building awareness of all we have to offer visitors. The main elements are strategically chosen advertising venues to create “top of mind” awareness and targeting regional markets like Columbus and Cincinnati as well as specific consumers such as arts patrons, bikers, & nature enthusiasts, through continued use of the new CIP logo and “Find Yourself Here” message. To allow for all budgets and needs, we have created levels of participation from \$25/month to \$850/month. The level relates to the number of mentions each participant will receive in the campaign. The Marketing Plan is available only to Chamber members and represents one of the benefits available to our members. In addition to administering the Plan, the Chamber will be participating in the Plan at the highest level by committing \$10,200 of our budget to advertising for 2008.

The success of the inaugural Third Friday Fling in the Springs on December 21 gives the Marketing Committee much optimism for continuing the events monthly into 2008. We are proposing that each month be organized around a theme that highlights a particular segment of the community and allows organizations, businesses or individuals involved in those areas to plan and organize that month’s Fling. This will allow us to spread the sponsorship of the event to a diverse segment of our community. It will also help spread the workload of planning and organizing this event and ensure that it will be different and exciting each month. Each monthly theme is scheduled to promote an upcoming event or holiday.

Membership recruitment will be a priority in 2008 as well as expanding the services and benefits we offer our members.

Finally, events will continue to be a focus of the Chamber with efforts going toward improvements to Street Fair and expanding the number and scope of events to continue the promotion of Yellow Springs as a destination for the region, a place where visitors can expect to find something fun happening.

Through the efforts of our members, the Board, volunteers, staff and the entire community, the Chamber will continue efforts to achieve our mission to promote economic development and maintain and improve the prosperity of its member businesses and organizations, thereby improving the quality of life in the Yellow Springs area.