



St. Francis Area Chamber of Commerce

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Regular St. Francis Area Chamber of Commerce Board of Directors Meeting Wednesday, November 17, 2010 Meeting Minutes

Members present: Janice Audette, David Johnson, Don Hiller, Bob King, Lynn Moe, Elaine Mustari, and Kerby Scherer
Members absent: Stephanie Wallin, Brian Opp
Others present: Alicia Loehlein, Gail Mengelkoch

1. Call to Order

1. The regular monthly meeting of the St. Francis Area Chamber of Commerce was called to order by President David Johnson at 11:07 a.m., October 20, at the St. Francis Community Center.

2. Previous Month's Minutes

1. October meeting minutes were approved.

3. Reports

1. Treasurer's Report by Kerby Scherer.
 - a. Account balances: operating account balance of \$771.70, and money market of \$19,049.95.
 - b. \$16,500 will be given to the city for the electronic sign. Some money will be left in the account to cover December expenses such as prizes for the coloring contest, which Lynn and Kerby will oversee.
2. Trick or Treat Recap
 - a. Feedback from the event, from participating businesses and parents, very was positive. It is a good event, good date and time of day, etc.
 - b. Suggestions were to have it be less formal and have some food available.
3. Website/eNews Reports
 - a. eNews numbers remain steady with approximately 46 reads per issue and 100 subscribers. Alicia will put a note in future editions that any member employee can sign up for the newsletter.
 - b. The website had 553 unique visitors in October and 18,000 hits, likely due to the Trick or Treat information. Those were the highest numbers since June.

4. Old Business

1. Board Election
 - a. Four individuals will be on the ballot: Don, Lynn, Joe Raus and Gail Mengelkoch. Alicia will get ballots mailed out mid-November.
 - b. Stephanie Wallin submitted a letter of resignation from the board due to her new job taking her out of the area.
 - c. The board member who does not get formally elected will likely be appointed Stephanie's replacement.
2. Holiday Events
 - a. Janice went over a checklist of things to get ready for the Lighting of the Park. Decorating will be November 29 at noon.
 - b. Prizes still need to be collected for the coloring contest. Alicia, Kerby and Lynn will gather these.

5. New Business

1. Expo Planning
 - a. The expo will be April 16. Connie has stepped down as chairperson so in the meantime the board will assume the planning.
 - b. Alicia will contact the businesses who advertised with BOB-FM to see if they would want to do that again.
 - c. Alicia will update the registration form and have it ready to be mailed in January.
2. Networking Event Ideas
 - a. The Chamber received a letter about the people doing Anoka County's broadband wanting to speak to chamber, so Alicia followed up on that and set up a networking lunch with Steve Kopp of Zayo Enterprises for December 9.
 - b. Lynn mentioned Village Bank might be interested in co-hosting an after hours networking event with the Chamber in January.

6. Other

1. Don suggested there be a featured topic at the monthly breakfasts, such as the fire department coming in to speak or something like that.
2. Gail suggested the breakfast would be a good place to drop off items, etc.

The regular monthly meeting was adjourned at 12:05 p.m.

Recorded by Alicia Loehlein, Service Representative