

BOARD MEETING MINUTES

Tuesday, October 2, 2018

12:00 PM



Board of Directors	Present	Reported Absence	Unreported Absence
Joe Dvorak	X		
Joshua Miron	X		
Corey Berube	X		
Gretchen Blaufuss	X		
Frank Christopherson	X		
Todd Cummings	X		
Sara Helseth	X		
Bonnie Menigo		X	
Butch Nicoll	X		
Julie Samuelson	X		
Kiersten Peck	X		
Lara Smetana	X		
Julie Stevens	X		

Chamber Members
Joe Keyport, News Director at WCMP
Guests

AGENDA:

Dvorak called the meeting to order at 12:02 PM.

President’s Report

President Dvorak shared highlights of the renovation happening at FirstLight Health System in Mora. They are at the mid-point of the renovation project and they are on schedule for the various changes planned for the facility.

Executive Director Report

Membership:

As of September 30th, current membership is at 213 members for 2018. Schueller also shared the membership recruitment plan for 4th quarter.

Business Retention & Expansion Course:

Thanks to the advisory board for the Greater Pine Area Endowment, Schueller will be taking part in an online course with the University of Minnesota Extension Service. Schueller, along with city staff, will take part in the 8-week training course and work toward developing the right framework for a program to be created in Pine City.

Pine City Public Schools Connections:

Schueller shared a couple of highlights for September about connections being made with the school district. The first being the Dragon Technology Summit on September 19th. Schueller, along with 2 other Chamber Businesses, participated in a panel presentation to discuss Social Media and how businesses are using these social platforms. Great presentation, but also a great discussion with a younger generation about how they utilize social platforms – and which ones they use! (Time for an Instagram Account!)

Schueller was also invited to participate in a visit to Alexandria High School to see the Pathways school model in action. This model is being explored by ISD 578 and would provide great connections for students to businesses. She will be attending the visit on October 26th with the school.

Treasurer’s Report:

Expenses incurred by the general fund included postage for visitor packet requests, advertising expense for Chamber Chat & the 2019 Hinckley travel guide, as well as payroll and 3rd quarter payroll taxes. These general fund expenses

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total \$3,676.60. Additional expenses for dedicated funds include: \$267.98 for Ambassador Fund and \$100 for Parade Fund. *A motion was made by Cummings to approve the Treasurer's Report, second by Samuelson. Motion carried.*

Business & Community Development

Frank Christopherson, committee member for the EDA and Planning Commission, shared the following highlights:

- » Site improvement nominations are due to the Planning Commission by October 8th.
- » The EDA has worked through the process for wetland delineation in the Technology Park. The results of this process have indicated that there is only 22 acres of buildable property instead of the 40 acres that the city has been advertising.
- » The buildings housing the old Feed Mill were condemned over a year ago and the city was finally able to complete the necessary steps for the property to be torn down. The project was completed during the final week of September.
- » EZBox, currently operating in the Pine Innovation Center, has had an RLF loan approved as part of a financing package put together with a number of entities. The loan closing is being processed and we hope there will be more information next month on their launch.

Committee Reports

Annual Banquet

- » Date has been set for Tuesday, October 23rd with social hour beginning at 5:00 PM and dinner at 6:30 PM.
- » Email invitations were sent to the membership and registrations are due by October 18th.
- » We are partnering with the City of Pine City and provide them with the venue to announce the site improvement of the year award.

Holiday Madness

- » Team has been busy planning for the events being planned for Saturday, December 1st.
- » Most events will be held that we have done in the last few years: Jingle Bell Jog, Chili Cook-Off, Lighted Parade, and Tree Lighting in Robinson Park.
- » We will also launch the November 1st – 30th #ShopPineCity cards to encourage local shopping for the month of November and plan to give away three great prizes totaling \$600 in Chamber Bucks.
- » Also planning a new promotion for Daily Giveaways for the 12 days of Christmas from December 1st – 12th with social media postings for #selfiemadnessinpine

Networking

- » Thursday, November 15th – luncheon event at Pine Technical & Community College at Noon.
- » Thursday, December 20th – happy hour event at Boondoggle Winery from 5:30 – 7:00 PM.
- » Board members asked if there was a spreadsheet for tracking the last 12 – 18 months of networking events to see participation numbers.

Chamber Member Updates

- » Pine Area Lions will host an Octoberfest Dinner on Sunday, October 28th from 11am – 2pm.
- » Pine County Toys for Tots organizers have started meeting for the new year and met with Lakes & Pines CAC. They will be expanding the Toys for Tots eligibility to include any client of Lakes & Pines, and L&P will provide the assistance in getting toys distributed to those children. This expansion could mean an increase of 300+ new kids for this year's collection.

Meeting adjourned at 12:54 PM.