

OLMSTED CHAMBER OF COMMERCE

Board Meeting Minutes
Wednesday, March 15, 2017
Village of the Falls

<u>Attendance:</u>		<u>YES</u>	<u>NO</u>	<u>EXCUSED</u>
PRESIDENT	Tony Budak	X		
VICE PRESIDENT	Pat Theobald	X		
PAST PRESIDENT	Mark Hannah	X		
SECRETARY	Donna Winter	X		
TREASURER	Cindy Kelly	X		
SGT. AT ARMS	Doug Miller	X		
2017 BOARD:	Jeanene Kress	X		
	Holly Neumann			X
	Grace Vedda	X		
	Steve Wild	X		
	Bruce Williams	X		
	Jeremy Dobos	X		
	Karen Raisch-Siegel	X		
	Kathy Davis	X		
	Bill DeMarco	X		
GUESTS/ADMIN:	Sharon Vild			X

Call to Order: Tony at 8:05am. Roll Call taken.

Minutes: 2/15/17 meeting minutes presented. MOTION to approve; Karen. Seconded; Grace. Motion carried.

Treasurer's Report: Monthly Statement (Feb. 2017); YTD Income & Expense Budget; and 2017 Budget vs Actual. Amendment on Budget vs Actual (split out Officer's Insurance & Liability Insurance). Presented by Cindy. MOTION to approve as amended; Jeanene. Seconded; Pat. All approve.

Membership: No report.

Events: Networking Lunch on Wed., 2/22/17 at OFMS was informative & well attended with 30+ guests. (6 did not RSVP however). Next event – Networking Lunch Wed., 3/22 from 11:30-1:00 at Schuster Greenhouse. Members asked to please promote on social media and to sign up online. Postcards with events through May were mailed and members asked to hand out extras at their businesses. Reported by: Grace and Jeanene.

Fundraising: two events to promote.

Wing Night fund-raiser to be held Friday, April 21, 2017 at Tony K's. Ten tickets were distributed to each board member to take and try to sell. Thanked those who have donated items or pledged donations and reminded each board member to donate any of these items: bottles of booze (\$20+ each), bottles of wine (\$10+ each), gift cards, or baskets for the event. Presented by Steve.

Annual Golf Outing No report.

Heritage Days: No report.

Marketing and Promotions: Mark presented information about previous coupon books and Tony found previous coupon books to pass around. 1300 books were printed each year. Objective was two-fold: promote the OCOC/members and attract new members.

	2013	2014
Cover	soft, less expensive cover	more expensive full color cover
Distribution	volunteers – not as successful	hired group – better delivery
Postal Expenses	costly - letter to membership and letter to non-members w/application (2 joined OCOC)	
Fundraiser Project	no – cost \$5300	no – cost \$6800
Ads	22 Full, 17 Half, 14 Free	15 Full, 10 Half, 14 Free
Participation	54 out of 74 members	40 out of 81 members
Art Work & Layout	Donated services from Polaris students & Full Color Graphics staff	

Did coupon books meet objective? Agreed the answer was yes that the coupon book was effective but costly. Discussion about saving costs by creating a postcard mailer to direct customers to online coupons. MOTION by Jeanene to both publish coupon book & send out mailer with link to online coupons. Discussion ensued about the expense for postcard mailer (est. \$2500-\$3500). MOTION AMENDED by Pat to publish the coupon book for 2017 with the link to online ads on the back cover rather than in a separate mailer. All in favor.

Website Development: No Report

POM: No Report.

COSE: No Report.

New Business:

Administrative Assistant Position – Sharon Vild resigned due to family obligations. Discussion about job description, salary, date compensation to Sharon for 2017 should end, and possible assistance from Business & Marketing programs at OFHS or BW. Jeremy discussed speaking with Liz Cleary (business) and Amy (guidance) at OFHS to create internships/externships between OCOC and OFHS to create a digital marketing project for chamber and promoting shopping local. Members felt we may still need to hire an assistant to oversee the students work and be “the face of the OCOC”. Admin Assistant is responsible to create social media for chamber, handle event registration (11:15-1:00 during work/school day), and assist with membership and promotions. OCOC owns laptop for Admin Assistant to use. ACTION: Tony will look for job description used when hiring Sharon and Jeremy will follow up with OFHS staff. Kathy will create an updated job description (as needed). Jeremy, Kathy, Bill, Cindy, & Pat volunteered to be hiring committee as the board members agreed we may need to hire someone before our next meeting.

Downtown Olmsted Falls – Cindy was informed by Ann (Angelina’s Pizza) that the Downtown Olmsted Falls group has decided not to have paid memberships and that the \$200 fee paid by OCOC in 2016 was going to be reimbursed. Cindy will advise the Chamber when this occurs. It was discussed about possibly having a member from each group attend the other group’s meetings.

MOTION to adjourn the meeting; Grace. Seconded; Kathy. All approve. Meeting adjourned 9:15am.

Respectfully Submitted,

Donna Winter
OCOC Board Secretary