

OLMSTED CHAMBER OF COMMERCE

Board Meeting Minutes
 Wednesday, June 21, 2017
 Village of the Falls

<u>Attendance:</u>		<u>YES</u>	<u>NO</u>	<u>Committee(s)</u>
PRESIDENT	Tony Budak	X		
VICE PRESIDENT	Pat Theobald	X		Membership Chair
PAST PRESIDENT	Mark Hannah	X		Marketing & Promo/Membership
SECRETARY	Donna Winter	X		Fundraising
TREASURER	Cindy Kelly		X	Heritage Days
SGT. AT ARMS	Doug Miller	X		Marketing & Promo
2017 BOARD:	Jeanene Kress		X	Events Co-Chair
	Holly Neumann	X		Fundraising Co-Chair
	Grace Vedda	X		Events Co-Chair
	Steve Wild	X		Fundraising Co-Chair/Events
	Bruce Williams		X	Website Chair/Membership
	Jeremy Dobos	X		Membership/Marketing & Promo/Website
	Karen Raisch-Siegel	X		Marketing & Promo/Website
	Kathy Davis	X		Marketing & Promo/Website
	Bill DeMarco	X		Membership/POM

GUESTS/ADMIN: John Sobeleski, Tammi Bertrand, and Meg Sullivan, *Power of More* Representatives
 Please see attached notes about presentation from POM (*Power of More*) Representatives.

Call to Order: Tony at 8:07am. Roll Call taken.

Minutes: 6/21/17 meeting minutes presented. MOTION to approve; Pat. Seconded; Jeremy. Motion carried.
 All Approve.

Treasurer's Report: Board appreciates Cindy's handouts & treasurer's report information emailed prior to Board meeting due to her absence. Discussion & approval tabled until next meeting when Cindy returns.

Membership: Currently 87 members. 2 new members: Arbors of Olmsted Falls & Caprina Gates. 2 expired members. 1 renewal: Olmsted Laserwash. Reported by: Pat

Events: Upcoming Event-Today at Swings N Things. 27 registered. Reported by: Jeanene via email.

Fundraising:

Wing Night: No Report

Annual Golf Outing: Register online – need foursomes, donations & hole sponsors. Signage for hole sponsors (Full Color Graphics) both previous businesses & new sponsors. Aces Depot making boxed lunches. Tony K's catering dinner. Per POM, will reach out to Panera contact about providing breakfast.

Change this year: NOT limited to two drink tickets but rather free drinks. Info sent now via postcard and flyers. Next week: begin weekly email blasts. Need swag bag sponsor – possibly a soft cooler with logo. Evergreen may provide this. Nationwide golf outings are down 30%. May want to reconsider this event

for amount of work vs profit. Need volunteers for that day. Donna and Kathy volunteer to help. Also need 3 to help sell raffle tickets and 50/50 tickets. (Asked for OCC staff to return b/c they did a good job at Wing Night Event). Raffle items to be dropped off at OCC. Presented by: Holly.

Heritage Days: No Report.

Marketing and Promotions: SWOT: Working on items mentioned. Developing method to promote member to member business. Also need a promotional piece about Chamber for the welcome folder. Concern about communication from Chamber to members: With Marie & then Sharon as admin, OCOC sent monthly email blasts and members could/would put in information about their business. Postings on Facebook and tweeting 3 x's/week. Currently 400 followers on Facebook. Need to create more Events in Facebook and look for more of a presence on social media. MOTION to table discussion for now; Jeremy. Seconded: Donna. Motioned carried. All in favor. Seconded: Donna. Presented by: Mark.

Website Development: In process. Reported by: Donna.

POM: No Report.

COSE: No Report.

New Business:

City of Olmsted Falls community guide – Great Lakes Publishing & City of OF mailed information to local businesses about a city guide to come out in Fall 2017. GLP offered Chamber members a 15% discount and placement on OCOC website. Tony reached out to City to ask who approved this as Chamber did not give permission and it directly competes with our current fundraiser of a community guide. Tony expressed it was objectionable & misleading as presumed Chamber involvement. Rosann explained City did not proof GLP before sending out publication with letter from city. Rosann offered to send out another letter stating one guide is a fundraiser (Chamber) and one done by the city separately. Reported by: Tony.

MOTION to adjourn the meeting; Kathy. Seconded; Steve. All approve. Meeting adjourned 9:17am.

Respectfully Submitted,

Donna Winter
OCOC Board Secretary

Power of More – Notes of presentation

Handed out POM brochure. Outdated because has since added Parma in 2010.

Main goal is a networking group.

Access to (7) chambers & their members.

Objective is always – “*Members First.*”

Create or promote functions like *business- after hours* and have opportunity to meet 50 -200 people.

Stated clearly there has been a lack of communication on POM’s part.

Bagels and Business Cards event - 100 chairs –like speed dating. Another one occurring tomorrow at Crocker Park. Also upcoming event at Ohio Beer Garden = evening event.

Another popular opportunity is BNI- Business Advisory Boards which are groups within the seven POM chambers. They meet on their own (4 groups currently). Tomorrow 5-7pm Advisory Board Summer Party. Initial plan was to group for one year then switch it up but groups have grown close and don’t switch.

No more “business after hours”- instead called Power Hours.

POM event at Gemini was too full- turned businesses away

Sept. 28th - Crocker Park- Market Square Business Showcase. Registration forms on POM website.

Power of More- Events up to date on website and Facebook pages of each chamber member that POM handles (North Olmsted, Westlake + POM)

Lunches at Frostville- lack of communication here as these are held every other week.

Golf Outings- 6 of them on website and flyers sent out
POM members participate

Indians Game Watch @ Behind the Woods

3:00pm FREE/Cash bar July 19th

Event Today- Route 254 (old Winking Lizard)

Mentioned another upcoming event:

Janet Yeller- Sept. 26th @ NEO and Akron Chamber, NEBA bringing her in \$50, 000.

? Does POM email our members? POM does not contact our membership. Contacts Jeanene only.

? Event on Bridge - POM Premiere Event. Have sent info out in (2) emails to 4 chambers they email to.
-want 100 people –Event is on POM website & Facebook pages - Emails

? Can OCOC members sign up for POM email distribution list? –Yes, can subscribe on POM website.

? Golf Outing support?–Provided contact info for Panera (FREE breakfast). POM provides chips and M&M’s.

Suggestions: Add Admin@olmstedchamber.org as POM contact email. OCOC President + (1) person

POM Directory- GLP- every paid member in all (7) chambers in one book

Electronic version with links, updates in digital form, 2600 members, Category Listings too

SWGHC+ Limo company became a member of OCOC thru POM contact.

Our dues at \$150 are one of the cheapest in POM

POM currently sends emails- (2) a week –one early and then (Fri) reminder
Anyone can subscribe to POM emails

Polaris- Swings N Things-These events need to RSVP by cutoff date – POM suggests ordering extra meals then pay for them if no shows (at least 10 over)

POM will include OCOC registration link in emails about events.