

**Blissfield Chamber of Commerce
Board Meeting 8/18/09**

The regular meeting of the Blissfield Chamber of Commerce Board was called to order at approximately 4:00pm at B-town in Blissfield. Members present: Frank, Beth, Barb M., Barb B., Jeff, Jim, Bill and Julie representing a quorum. Bill left before voting on items and Beth left shortly after voting.

DDA Marketing survey was introduced by Eli Kafer and Kara Brown, project managers. Blissfield DDA members and board to be included in survey to address business retention and desirability. A preview of the survey will be sent out with suggestions welcome.

Sheri Heiny from Rochester Chamber spoke regarding challenges all chambers face – financial, membership retention and growth, events, fund-raisers, volunteers, and leadership. We were encouraged to list all challenges and goals for the membership. Agreement on goals is critical - to reach out, retool for growth and add value. We need to be the "source" for businesses in the Blissfield market. Revenue should come through events, fund-raisers, sponsorships, education, marketing and membership (last). Networking opportunities should be offered to market other events. "Buy in" is critical to membership development and retention. A survey of members is key to growth and future - to needs and expectations. Brand awareness and creation was a part of Sheri's plan to redesign her chamber. We should promote "travel Michigan," the unique businesses and events that draw visitors to the area.

A volunteer team could be appointed to recruit members, perform ribbon cutting ceremonies, and inform with resources. Committees should include: Member Services, Marketing, Education. New channels of delivery are necessary: web-based groups including Facebook, Twitter, etc. Calendar should be set in advance and provided to all members as well as networks. An explanation of dues and a breakdown of where they go should be provided to the membership. What is our first goal? - get out of debt. Billing, statements, database, due dates - these are all critical to collecting dues and building membership. Collection efforts have to be stepped up. Chambers should regularly deliver good news - let other sources handle the bad news. Good news is a positive influence for the community. Volunteers need to fit their role; personality is essential to the face of the chamber and community.

July minutes were approved as provided to members before the meeting: Jim motioned, Beth supported – unanimous.

Financial report was presented by Barb M. with a golf outing net at \$3,182.62. Culinary tour netted \$65. Spring rummage event netted \$52.20; fall rummage event set for 9/12 in Ellis Park at \$10/space (20x20). Motion by Julie/second by Jeff to pay Enertia \$1,921.85 (web design/hosting) - passed, unanimous. Motion by Julie/second by Jim to pay \$404.84 to Goodremont's (copy supplies) - passed, unanimous. Motion by Julie/second by Jim to pay Iott \$258.67 (past due insurance) - Marty abstained; -- passed unanimous. Motion by Julie/second by

Jeff to pay \$100 to Yeutter (tax prep & bookkeeping) - passed, unanimous. Motion by Julie/second by Marty to pay Computer Tutor \$102.50 (ongoing web page) - passed, unanimous. Receivables from Golf Classic are \$385. Motion by Jeff/second by Julie to hold all funds until September board meeting.

Copier

Beth confirmed the copier situation is "in-collection" with most amounts "charged-off," and turned over to the legal department. Beth remains diligent in her efforts to resolve the issues. Golf Classic 2010 is tentatively scheduled for Thursday, September 16, 2010 as motioned by Jeff, seconded by Jim and approved unanimously. Many county and nearby clubs will be contacted for a bid.

Membership

Barb B. distributed the membership list with assignments given. All membership was reviewed with additional assignments -- board to contact former and past due members for renewal at half-price for the remainder of 2009.

Jim is meeting with Rochester Chamber director Sheri Henry on Wednesday (7/22) for networking and growth ideas. He will update us after the meeting. Marty has offered to give a report regarding the insurance coverage and limits in a future board meeting.

Membership & Recruitment plan is underway. Possible survey to be developed while contacting members. Marty presented insurance information - Chamber events only are covered. DDA sponsored events fall under Village policy. Marty will prepare bullet point info for board and members - coverage highlights and brief procedure.

Quorum no longer present at 6:15pm.
Meeting adjourned at 6:30pm.

Julie Goll