

Minutes: December 2009

Fulton Chamber of Commerce

Minutes from December 14, 2009

Present: Bill Wilkin, Linda Hollis, Heather Bennett, Greg Naftzger, Paula Rogis, Bill Stoermer, Deb Schaver, and Phyllis Housenga.

Absent: Kim LaShelle and Steve Owen.

Minutes: A motion was made by Wilkin and seconded by Housenga to approve the minutes from November 10, 2009. Motion carried.

Treasurer's Report: Hollis reviewed the November Treasurer's Report: revenue as \$4,451.77 and expenditures of \$1,810.04 leaving an ending balance of \$14,831.93. A motion was made by Stoermer and seconded by Rogis to accept the November Treasurer's Report. Motion carried. Bennett provided a year to date budget to actual report.

Executive: Bennett provided a copy of her monthly meetings report for November 6 thru December 3, 2009. A copy of the December E-newsletter was provided as an FYI. Bill Stoermer has agreed to facilitate the annual planning session on January 21 from 11:30am to 1pm at the Fulton Masonic Lodge. The board agreed to have a complimentary pizza lunch provided to attendees. Bennett will send out notices after Christmas.

Tourism & Promotions: The City Tourism Committee set their 2010 Goals. Some of the goals will include a trivia night for the WCC, continuation of the summer night program, a ladies day shopping promotion, highlighting the theme "Celebrate Fulton: 1835-2010, 175 years" utilizing hospitality as the focus and emphasizing community appearance, a volunteer appreciation event, and the grand opening of the WCC.

River Marketing Group - Bennett is part of the Upper Mississippi River Marketing group that extends from Dubuque, IA to Quincy, IL. Each of the communities was assigned to put together attractions/spa services/restaurants and shopping lists pertaining to 5 themed itineraries to be promoted in 2010. An announcement date of the group is anticipated in March or April and will include a website featuring all of the river communities.

Christmas Walk - Bennett reported the Christmas Walk went extremely well and attendance was wonderful. Both bake sales sold out and the Masonic Lodge was packed all evening. The reindeer was a big hit. While retailers had many people stop by their shops, most people did not make purchases. The run/walk had 120 participants; this was down from years past b/c 30 to 40 Drives employees did not participate this year. Stoermer noted he was a judge at the Morrison Christmas Parade.

Ronald Reagan - the City of Fulton has become an official member of the Ronald Reagan Trail. A press release and photo was sent to area media. The designation entitles Fulton to be included in all promotions including 50,000+ rack cards, a DVD, and the Reagan Trail website. Bill Blecha has agreed to be the Fulton representative for the Trail committee which meets quarterly. Bennett has one "yes" from a donor for the Reagan historical marker but has yet to hear back from the Whiteside County Republicans or the Flikkema Foundation. Another letter will be sent to Immaculate Conception Church.

Bus Tours - Lynne Loerop has agreed to organize two bus trips in 2010. Lynne is trying to secure a Saturday Cubs game but cannot do so until after the first of the year, per Wiersema Charter Service. The other bus trip will include dinner and theatre somewhere.

Government Affairs: Bennett recommended a Legislative Luncheon be held possibly in February. The primary elections are February 2, so it was agreed March would be a good time to host a Legislative Luncheon. Stoermer is willing to assist with making contacts with candidates/elected officials.

CCI Initiative - The Complex - Wilkin reported the board is close to an agreement with Central Bank to purchase the Wildwood Farms Building.

CCI Initiative - Riverfront Corridor Action Team - Has been on hiatus until an award will be announced from the State of Illinois for historic preservation in the downtown area. The city was notified verbally an award would be coming, but no check has been received, yet.

CCI Initiative - Senior Services Team - The committee plans to send out, either by mail or through the Fulton Journal, a senior services survey.

Member Relations: The next site visit tentatively will be held at Agri-King, Inc. sometime in February, pending their schedule. Additional volunteers are needed for the Membership Ed Committee. Perhaps this can be addressed at the planning session in January. The group had been meeting every other month at 2pm.

Membership Update - Bennett provided an updated listing of chamber memberships. The board agreed to contact a few businesses one more time as a friendly reminder.

Bill Wilkin - A & D Seamless Gutters, and Fulton Family Health Clinic

Heather Bennett - Dutch Days Festival, Fulton Historical Society, Neese Insurance, Urban Chic, and Fulton Country Club

Phyllis Housenga - Fulton Concrete Construction

Greg Naftzger - J & B Welding and KROS

Paula Rogis - Total Comfort

Bill Stoermer - Best Western Frontier

As of the December board meeting, the chamber lost 6 members and gained 7 members.

Downtown: As an FYI, Nancy Kolk's Downtown Newsletter was available for viewing.

Old/New Business: Bennett noted she and the mayor would be attending the Thomson Prison hearing in Sterling, Illinois, on December 22, 2009. Bennett will also send a notice of the hearing as an email reminder to the membership. At our February board meeting, the board of directors will set the priorities for 2010 based on the information we obtain from our

January 21 planning session.

Next Meeting: January 12, 2010 @ Cousins Subs. Lunch on your own.

Adjourn: A motion was made by Stoermer and seconded by Housenga to adjourn the meeting. Motion carried. The meeting adjourned at 12:55 p.m.