

Minutes: August 2011

Fulton Chamber of Commerce

Minutes from August 9, 2011

Present: Heather Bennett, Patti Housenga, Greg Naftzger, Edie Lenz, Marsha Norman, Phyllis Housenga, Jami Smith and Kim LaShelle. Guest: Dave Huizenga.

Absent: Chuck Dykstra and Tim Wright

Welcome: Marsha Norman was welcomed as the new board member and introductions were held.

Minutes: A motion was made by Patti Housenga and seconded by Lenz to approve the minutes from July 12, 2011. Motion carried.

Dave Huizenga, Huizenga & Wierenga Insurance Agency - Auto Owners Insurance has a chamber program which allows chamber members to receive a 6% to 10% discount. The Fulton Chamber has to be a certified chamber under AutoOwners. Any Fulton Chamber Member that is interested in Auto Owners Insurance can take advantage of the savings. It is an optional incentive and there is no cost or administrative work to the Fulton Chamber. Only the business owner can take advantage of the program, it is not open to employees. Board Members would also like to inform other insurance agency members if they have a similar program to let the Fulton Chamber know, and if there is no cost or administrative work, the Fulton Chamber will sign-up with them as well. A motion was made by Patti Housenga and seconded by Smith to approve the discount program. Motion carried.

Treasurer's Report: The July report was provided by Treasurer Linda Hollis and reflected revenue as \$1,225.04 and expenses of \$2,896.77, leaving an ending balance of \$5,502.20. A motion was made by Phyllis Housenga and seconded by LaShelle to approve the July report. Motion carried.

Budget Update - Bennett provided a year to date budget to actual report - total revenue received \$31,906.05 and total expenditures of \$33,106.95 leaving a balance of (\$1,200.90). Only 3 weeks remain in the current fiscal year, which ends August 30, 2011. While the Chamber operates on a zero-balanced budget (revenues equal expenses) Bennett mentioned the fiscal year will end in the red because all the revenue (donations) for the Reagan historical marker was deposited in the previous fiscal year, but the expense for the marker was deducted in the current fiscal year.

2011-2012 Proposed Budget - Bennett reviewed each line item for the upcoming fiscal year. The proposed budget includes revenue as \$33,230 and expenses of \$32,209 leaving a balance of \$1,021 to assist with a shortfall in the payment to the City of Fulton for the ED position that will be \$6,204 due in April 2012. A motion was made by Phyllis Housenga and seconded by LaShelle to approve the proposed budget. Motion carried.

Executive: The Executive Director's monthly meetings report was provided. A motion was made by Patti Housenga and seconded by Jami Smith to approve the following officers: Greg Naftzger, President - Patti Housenga, Vice President - Linda Hollis, Treasurer. Motion carried. Officer positions will take effect September 1, 2011.

The Chamber Board discussed ways to raise the annual commitment to the City of Fulton which will be \$6,204 due April 2012. Patti Housenga asked if there was a cap on the original commitment/agreement. Bennett informed the board there was no cap on the original pledge of \$4,000 and the 5% annual increase. It was noted nearly 20% of the Chamber Budget is given to the City of Fulton. Since the agreement was made nearly 10 years ago and the city tourism department has evolved, the Board made the following decisions: 1.) to put a specific request in the annual dues letter asking for a three-year pledge commitment, with the intent to follow-up with businesses via personal contacts by board members and 2.) Ask the city council at the September 19 Council Meeting for a cap on the amount. A motion was made by Lenz and seconded by Smith to approve points 1 & 2. Motion carried.

Tourism & Promotions:

• City Tourism Committee - Naftzger reported that he has spoken to the Army Corps. of Engineers about setting up a meeting to discuss a docking facility down by the marina. The ACOE was open to the idea and willing to meet with Naftzger and Bill Blecha.

• Shop Hop - set for November 4 & 5 and November 11 & 12. It will include Lanark, Mt.Carroll, Savanna and Fulton. Eight businesses in Fulton will be participating. Bennett is collecting all the shopping information from the four towns and putting together a map and mini-fliers for the committee.

• Lincoln Buy-Way Sales - 74 Registered Sales! Fulton was hopping with bargain hunters.

• Summer Nights -The final summer night event is co-sponsored by the Fulton Chamber and will be held August 11 featuring Coupe De Ville, classic car cruise-in, food, games and train rides from the Clinton Sawmill Museum.

• Fall Festival - set for October 1, the committee is working on a great schedule. Volunteers will be needed to work various activities.

Government Affairs: The next Legislative Luncheon is scheduled with Senator Jacobs on August 16, from 11:30am to 1pm at Manny's Too. A pizza buffet and drink will be available for \$5.

Member Relations: The August E-Newsletter was emailed out to all chamber members and is available online. Bennett is seeking ideas for site tours at chamber member businesses. Suggestions included Sweetheart Bakery/Homer's Deli, KROS Radio, Clinton Printing, and the Clinton Herald. Bennett will follow-up with the suggestions.

Downtown: Fulton Retail Development Group meets quarterly, but there is no news to report. Nancy Kolk's downtown newsletter can be found online under the "Shopping" tab at <http://www.cityoffulton.us/>.

Old/New Business: Blackhawk Waterways Annual CVB Dinner will be held in Fulton this year at Manny's Too on August 25, 2011. Invites were sent to Chamber Board Members, Fulton City Council Members, and Tourism Committee members.

Next Meeting: September 13, 2011 @ Noon @ Corner Treasures & Treats.

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