

## Minutes: November 2011

Fulton Chamber of Commerce

Minutes from November 8, 2011

The Fulton Chamber of Commerce Board of Directors did not meet in October.

Present: Heather Bennett, Greg Naftzger, Marsha Norman, Jami Smith, Tim Wright, Phyllis Housenga, and Chuck Dykstra. Absent: Kim LaShelle, Patti Housenga and Edie Lenz.

Minutes: A motion was made by Norman and seconded by Smith to approve the minutes from September 13, 2011. Motion carried.

Treasurer's Report: The September and October reports were provided by Treasurer Linda Hollis and reflected revenue as \$4,871.81 (Sept.) and \$10,818.52 (October) and expenses of \$5,338.11 (Sept.) and \$2,844.04 (October) leaving an ending balance on October 31, 2011 as \$12,802.67. A motion was made by Housenga and seconded by Wright to accept the September and October reports. Motion carried.

Budget Update - Bennett provided the year-to-date financial report. The Chamber fiscal year runs September 1 thru August 31. Total revenue for September 1, 2011 thru November 2, 2011 was \$17, 001.33 with expenses totaling \$8,326.28, leaving an ending balance of \$8,675.05.

Executive: The Executive Director's monthly meetings report was provided. Bennett provided a copy of the membership

drive status. Currently, about 2/3 of the membership has renewed, which is typical. A second mailed reminder was sent with a due date of November 15, 2011. At the December board meeting the remaining non-renewals will be divided among the Board Members to contact. A list of businesses that may have been a member in the past or have never joined the Fulton Chamber were discussed. The following board members were asked to make contact with: Triple Play (Greg), Fulton Country Club (Greg), Country Companies (Greg), Witt's End Styling Salon (Marsha), Urban Chic Salon (Kim), River City Hair N' Nails (Jami), Fulton Presbyterian Church (Marsha), and Nick's Auto Body Shop (Kim). The Chamber must provide a \$6,200 payment to the City of Fulton in April 2012. The Chamber needs to come up with some fundraising ideas. A bowling competition was mentioned and the Chamber Board liked the idea. Naftzger will work on getting Triple Play to become a member so the competition can be held at a member business. Additional fundraising ideas are encouraged.

#### Tourism & Promotions:

• City Tourism Committee - the tourism theme for 2012 will be River Connections. Various groups and organizations planning events and programs are asked to compliment the theme. Bennett purchased Facebook ads promoting Fall Festival. The ads can be set to a certain target market and budget. Bennett spent \$50 and gained 61 more likes to the Chamber's Facebook page. Naftzger and Blecha will be meeting with local officials about installing a dock near the windmill. Initial conversations with the ACOE has been positive. The Early American Crafters will be doing a holiday stocking silent auction during the Christmas Walk at Heritage Canyon. The Fulton Historical Society held three programs this fall focusing on the north end of Fulton.

• Shop Hop - set for November 4 & 5 and November 11 & 12. It included the communities of Lanark, Mt. Carroll, Savanna and Fulton. Eight businesses in Fulton are participating. The first weekend went well and local businesses reported good attendance.

• Fall Festival - was a tremendous success and record crowd numbers. The weather was perfect.

• Christmas Walk - Dec. 2 from 5pm to 7:30pm in downtown Fulton. Bennett provided a copy of the schedule of events organized by her and Patti Housenga.

Member Relations: The November E-Newsletter was emailed out to all chamber members and is available online. The Clinton Herald is open to providing a site tour but the usual morning time will not work. The Chamber Board agreed to go ahead and set up a time that will work for the Clinton Herald.

Downtown: Fulton Retail Development Group will hold their annual shareholders meeting on November 16, 2011. A brainstorming session will be held as part of the meeting.

Old/New Business: Chuck Dykstra has agreed to be the Fulton Chamber Ambassador for the FACE Foundation Ambassador Program. Bennett shared a letter from Garry Medema, GEM Financial Services, regarding the annual audit of the Chamber's books. Mr. Medema found no issues with the Chamber's annual accounting. Denny Ottens would like to see the Chamber or Tourism Committee organize a deer hunting weekend for 2012.

Next Meeting: December 13, 2011 @ Noon @ Cousins Subs. The holiday meeting will be a complimentary lunch for Board Members.

Adjourn: A motion was made by Smith and seconded by Norman to adjourn the meeting at 1:00p.m. Motion carried.