

Minutes: January 2012

Fulton Chamber of Commerce

Minutes from January 10, 2012

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

Minutes: A motion was made by Patti Housenga and seconded by Phyllis Housenga to approve the minutes from December 13, 2011. Motion carried.

Treasurer's Report: The December report was provided by Treasurer Linda Hollis. Revenue was reflected as \$4,203.93 and expenses were \$1,411.45, leaving an ending balance of \$16,042.30. A motion was made by Lenz and seconded by Patti Housenga to accept the December report. 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 January 5, 2012 was \$24,998.35 with expenses totaling \$14,154.36, leaving an ending balance of \$16,138.48. (The discrepancy between the treasurer's report balance and the year-to-date report is due to timing. The Treasurer's report reflects expenses and deposits that are reconciled with the monthly bank statement. The year-to-date report reflects daily transactions.) The Chamber is at 75% of their revenue projections and 44% of their expense projections with 7 months remaining in the fiscal year. A motion was made by Phyllis Housenga and seconded by Smith to approve the budget report. Motion carried.

Executive: The Executive Director's monthly meetings report was provided. The annual planning session will be held February 2 at the former Fulton Journal Building from 11:30am to 1pm. A complimentary lunch catered by Homer's Deli will be provided. Bennett will mail out invites soon. A few questions will be provided to attendees prior to the meeting for preparation. Per the Board's recommendation, Bennett contacted both Ed Kolk and Linda Hollis asking if they would consider filling the term vacated by Tim Wright. Both Hollis and Kolk declined the offer. Bennett has a request pending with Cadogan Chiropractic to gauge their interest in serving on the Chamber Board. If Cadogan Chiropractic declines, Board Members provided additional suggestions.

Tourism & Promotions:

• The City Tourism Committee will be identifying tourism goals for 2012. Weekly programs will be held every Wednesday at the Windmill Cultural Center from 9am to 11am in January, February & March. The Volunteer Millers will also host one program a month in 2012. The Historical Society is organizing monthly programs this winter and spring. Paula Ensinger (downtown) and Judy Holesinger (millers) will be new tourism committee members replacing Heidi and Nancy Kolk. There will be a wrap-up meeting on January 20 to review the Shop Hop Event. Bennett noted Chamber Board Members are welcome to receive a copy of the Tourism Committee minutes, if requested.

• City Tourism Wish List - the mayor has requested the City Tourism Committee and Fulton Chamber of Commerce provide a list of ideas to enhance tourism in Fulton. The Chamber Board generated a few ideas (no particular order): 1.) improve the downtown streetscape 2.) consider resurrecting the façade improvement grant program 3.) hire a part-time assistant for the Tourism Director/Chamber Director 4.) increase the advertising budget and 5.) seek out another visitor friendly restaurant, something unique like a bistro - similar to restaurants found in LeClaire and Galena. This question will also be provided at the annual planning session seeking input from the membership.

• Welcome to Fulton signs - two of the signs need repairs to the letter boards. Public Works has agreed to rebuild the letter boards if the Chamber purchases the materials. The cost will be minimal for materials since it is only a couple of boards and trim. One sign, possibly two, need to be repainted. Regina Dixon originally painted all the boards and Bennett will inquire with Dixon on how much it will cost to repaint one to two signs.

• 2012 Events Calendar - all community listings are due to the Chamber office by January 20, 2012.

Government Affairs - Congressman Manzullo's office would like to wait on scheduling a date after the primaries in March.

Member Relations: The January E-Newsletter was emailed out to all chamber members and available online. The Fulton Chamber is near the same level of members as last year. Individual updates were as follows:

- Solutions from Science (potential new member) - Patti - business was contacted and provided membership information.

- Sunrise Family Restaurant - Chuck - business was contacted and membership was renewed.

- University of IL Ext. Office - Heather - business was contacted and received verbal commitment to renew membership.
- Triple Play Bowling (potential new member) - Greg & Marsha - received verbal commitment to join, but no check, yet.
- Fulton Country Club (potential new member) - Chuck - board meets in January to discuss joining the Chamber.
- Urban Chic Salon (potential new member) - Kim - business was contacted but no update.
- River City Hair N' Nails (potential new member) - Jami - declined offer to join chamber.
- Fulton Presbyterian Church (potential new member) - Marsha - church was contacted. No word, yet.
- Tom Senneff (potential new member) - Chuck - declined offer to join chamber.

Fit Assist, owned by Colleen Wilkin, has a ribbon cutting scheduled for January 24 from 5pm to 6pm.

Downtown: The Fulton Retail Development Group offered \$40,000 to Bill & Pam Blecha for their vacant lot at 10th Avenue and 4th Street. The offer was declined and no counter offers were made by either party. BPI Pool Supply purchased the building next to their current location and future plans include a showroom in the new space.

Old/New Business: Bennett updated the Board on the downtown Christmas light decorations. For many years, the Chamber has been responsible for replacing the light bulbs and repairs to the decorations. In addition, the Chamber used to install the decorations with assistance from Brinkman Building Center (fork lift). The job became too much for a few volunteers so the city was asked to install the decorations. The city agreed to install the decorations but they would not use a fork lift (unsafe). A special platform lift was rented to install the lights. The city's boom truck would not work because the Christmas trees were too heavy and required two people to install. The boom truck only allowed for one person. The City and Chamber agreed to split the platform lift rental for the two days required to install and take down the lights. The lift rental bill has increased each year. The 2011 bill was \$1,000, costing the Chamber \$500. The fire department now installs the lights but they require the Chamber to pay for the platform lift and the city takes them down. The total cost to the Chamber is around \$750/yr. - light bulbs and lift rental. The lift is rented from RSC in Clinton, IA. Patti Housenga mentioned her husband used RSC and would look into the rental cost. Chuck Dykstra offered to talk with Arnie Damhoff about using a lift.

Fundraisers - most of the board seemed supportive of a bowling competition for a fundraiser but Triple Play needs to join the Chamber before the idea is further explored. Naftzger also mentioned guest bartending as an optional fundraiser. Ideas from members will be sought at the chamber planning session.

Next Meeting: February 14, 2012 @ Noon @ Cousins Subs.

Adjourn: A motion was made by Patti Housenga and seconded by Smith to adjourn the meeting at 1:08p.m. Motion carried.