

Minutes: February 2012

Fulton Chamber of Commerce

Minutes from February 14, 2012

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

Minutes: A motion was made by Dykstra and seconded by Lenz to approve the minutes from January 10, 2012. Motion carried.

Treasurer's Report: The January report was provided by Treasurer Linda Hollis. Revenue was reflected as \$1,240.54 and expenses were \$1,083.48, leaving an ending balance of \$16,199.36. A motion was made by Phyllis Housenga and seconded by LaShelle to accept the January 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 February 8, 2012 was \$25,745.82 with expenses totaling \$15,042.27, leaving an ending balance of \$15,998.04. (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 77% of their revenue projections and 47% of their expense projections with nearly 7 months remaining in the fiscal year. .

Executive: The Executive Director's monthly meetings report was provided. A review of the annual planning session notes from February 2, 2012, was discussed. The following actions will be taken: 1.) Bennett will meet with 2 chamber

members each month 2.) Norman, Naftzger and Bennett will meet with Triple Play to coordinate a Cosmic Bowling Night 3.) For the 2012-2013 Membership Year the Chamber will strongly solicit individual memberships and charge \$75/year rather than \$125/year. Currently, the Chamber has 4 individual memberships ($125 \times 4 = \$500$). Charging \$75 will bring in \$300, for a loss of \$200; but the Board believed \$75 would be more feasible for individuals to join, hence gaining more members. 4.) The Board would like to encourage the City to continue with the downtown streetscape development. 5.) Continue to actively seek out a charming restaurant (similar to the ones found in Galena and LeClaire).

Tourism & Promotions:

• The City Tourism Committee - no report.

• Welcome to Fulton Signs - Regina Dixon will charge \$200 per sign to repaint. The Chamber will have only one sign repainted this year - the one near Shell Gas Station.

• Governor's Conference on Tourism - Bennett will be attending the conference and will be out of the office March 13-16, 2012. The Chamber Board decided not to meet in March because of Bennett's absence.

• The Bridal Walk - committee to begin meeting soon to plan the event scheduled for June 21, 2012.

Government Affairs - will wait to schedule a Legislative Luncheon after the March primaries.

Member Relations: The February E-Newsletter was emailed out to all chamber members and available online. The ribbon cutting for Fit Assist had a good turnout. There will be a Biz After 5 for Curves & Supreme Tan on March 20 from 5pm to 6pm. Another workshop, via the USDA Grant for Western Whiteside County, is scheduled for February 23, 2012 from 6pm to 8:30pm at Fulton City Hall.

Downtown: The Fulton Retail Development Group does not have any new information on a building project. The group sent an inquiry letter to the Musk family for their downtown building (currently houses Tree of Life Chiropractic, Ted's Barber Shop and Dr. Kao). Mike Knott of BPI Pools is replacing the roof and floor of his downtown building. Mr. Knott has

also purchased the building next to him and future plans include a storefront/display area.

Old/New Business: Chuck Dykstra inquired with Darwyn Olson on using his platform lift to install the Christmas lights. Mr. Olson agreed to donate the use of his lift rental for the Fulton Fire Department volunteers. Elyce Bark is currently unable to make the board meetings due to a change in her class schedule. Elyce will be able to attend beginning in May. The Chamber Board had no problem with Elyce waiting to May, especially since there would be no board meeting in March. A motion was made by Dykstra and seconded by Lenz to approve Elyce's absence for two months. Motion carried.

Next Meeting: No March Board Meeting. The next meeting is April 10 @ Noon. Community State Bank offered their board room for a location and they will provide dessert. Board members are encouraged to bring their own lunch.

Adjourn: A motion was made by Phyllis Housenga and seconded by LaShelle to adjourn the meeting at 12:56p.m. Motion carried.