

Minutes: April 2012

Fulton Chamber of Commerce

Minutes from April 10, 2012

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

Minutes: A motion was made by Patti Housenga and seconded by Jami Smith to approve the minutes from February 14, 2012. Motion carried. The Board did not meet in March 2012.

Treasurer's Report: The February and March reports were provided by Treasurer Linda Hollis. February revenue was \$354.06 and expenses were \$680.29, leaving an ending balance of \$15,873.13. March revenue was \$475.06 and expenses were \$666.38, leaving an ending balance of \$15,681.81. A motion was made by LaShelle and seconded by Phyllis Housenga to accept the February and March 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 August 31, 2012 was \$28,770.38 with expenses totaling \$22,600.95, leaving an ending balance of \$11,463.92. (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 87% of their revenue projections and 70% of their expense projections with five months remaining in the fiscal year.

Executive: The Executive Director's monthly meetings report was provided. The annual stipend to the city has increased

by 5% each year. The city council has agreed to put a moratorium on the increase (5%) for 2013. The Chamber will pay \$6,204 in April 2013.

The Board agreed to have the annual dinner at Manny's Too with a cowboy/western theme. The dinner will be Thursday, June 28, 2012. A motion was made by Smith and seconded by Lenz to approve Eric Johnson, Randy Clary, and Cheryl Green to the nominating committee. Motion carried. The committee will be responsible for finding three board members that will be voted upon at the annual dinner in June. Board members whose terms expire include Kim LaShelle, Chuck Dykstra and Phyllis Housenga. All three are eligible to serve another three-year term, if they so choose and are asked by the nominating committee.

Tourism & Promotions:

•- The City Tourism Committee - the DD committee is preparing for Dutch Days. The committee has narrowed down their tourism goals to include recruiting/supporting a bistro/coffee shop, bike rentals, and signs along the bike trail. Don Wooten, WVIK, is the next planned speaker at the Fulton Martin House Museum.

•- Welcome to Fulton Signs - when Public Works went to remove a couple of signs for repainting, they noticed they were rotten and would not last another year. The letter boards beneath each sign (4) needed to be replaced because they were also rotten. All four letter boards were replaced for less than \$50. Bennett acquired a quote from Visual Imaging to replace all four welcome signs. The cost was \$2,000, about \$500 each, if all four were ordered at the same time. Bennett contacted two potential donors. An anonymous donor agreed to fund \$1,000 towards the project. Another donor agreed to donate \$500. The remaining \$500 could be covered by the Chamber.

•- The Fulton Visitor Guide is being updated. The Clinton Herald won the bid for printing. The goal is to have the new visitor guide by mid-May. The city council approved updating the city website. The current website is running on an older version of Joomla, which is about 5 years out of date. The website will be updated for safety purposes but also feature a fresh look.

•- Facebook - Bennett reminded board members with Facebook pages to please post info on upcoming events, even once in awhile. Or, like the Fulton Chamber page, so when the Chamber posts information you have the opportunity to click the "share" button so it posts to your wall. It is an easy way to reach hundreds, possibly thousands of people, in an instance and for free.

•- Summer Community Nights - the dates and sponsors are set. June 14 - First Reformed and Second Reformed Churches. July 12 - Fulton Presbyterian Church and possibly the Fulton American Legion. August 9 - Fulton Chamber of Commerce and Fulton Kiwanis Club.

Government Affairs - Congressman Schilling's office is willing to come to Fulton this summer for a Legislative Luncheon. Further information will be released once the Congressman has a better idea of his summer schedule.

Member Relations: The March & April E-Newsletters were emailed out to all chamber members and available online. The Biz After 5 for Curves & Supreme Tan did not have a big turnout, but the owners seemed pleased. The Fulton Bridal Walk is set for June 21 from 4:30pm to 7:30pm in downtown Fulton. Nearly 300 letters were mailed to potential vendors - thank you to Community State Bank for helping with the mailing.

Downtown: The Fulton Retail Development Group attempted a second time to purchase the property at the corner of 10th Avenue and 4th Street from Bill Blecha. The Blechas were not interested in selling. The hope is the property will be cleaned up prior to Dutch Days.

Old/New Business: The Chamber only needs two more teams for the Cosmic Bowling Night on May 11. Jami Smith will inquire with Kendra at the Clinton Herald and Kim LaShelle will talk with her boss about sponsoring a team. The goal is to have 10 teams. The Dutch Days Float will feature cows and cheese. Anyone wishing to walk the Chamber can let Heather know. Paula Rogis will assist with decorating the float. A motion was made by Phyllis Housenga and seconded by Smith to donate \$250 to the Dutch Days Committee for a children's activity. Motion carried. The City of Fulton and Windmill Area Steering Committee have agreed to split the cost of a summer intern for Bennett. Nathan Bergerhouse, community involvement student, will work for the Chamber/City Tourism beginning the end of May for about 10 to 12 weeks. Bennett inquired if the Chamber would like to pursue a grant from FACE for bike trail signs, since this was one of the goals identified by the Tourism Committee. The Board approved Bennett writing a FACE grant for signs.

Next Meeting: The next meeting is May 8 @ Noon at First Reformed Church. The church will have beverages and dessert, but lunch is BYOL.

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