

**Coffey County Chamber of Commerce  
Board of Directors Meeting  
March 19, 2008  
Coffey County Library – Burlington Branch  
Minutes**

In the absence of the Board President, Darcy Brown, Vice President, Kenda Rose presided and called the meeting to order at 5:15 p.m. Board members present at the meeting were as follows:

Kenda Rose, Vice President  
Ardie Lauxman, Treasurer  
Anna White, Secretary  
Judy Bentley  
Chris Jones  
Mark Petterson  
Ron Hoover  
Jennifer Anderson, Executive Director

Board members absent: Darcy Brown (Pres.), Vince Stadel, Laurie Ediger, Jeannene Ryan.

Those in attendance reviewed the minutes from the February meeting. The following revisions were noted. Spelling correction on Adrian Polansky, Program of Work Committee, incorrect date of 2/20/2007, indicate whether the motion(s) passed, Budget tabled, misspelling of promote, note at the beginning of the minutes when the President is not in attendance and who presided over the meeting.

Mark Petterson made a motion to approve the minutes with the noted revisions. Chris Jones seconded the motion. Motion passed. Director will make revisions and send to board members.

#### Treasurers Report

The board still does not have a definitive "treasurer's report" since Darcy Brown, Ardie Lauxman, Jennifer Anderson and Kent Hoyt will get together on balance of accounts after Kent has gotten through the tax season. Jennifer provided a print out from the QuickBooks account as an interim report for board review.

Questions of gift certificates (-\$362) negative in Quick Books. Jennifer Anderson reconciled the account on Quick Books but cannot balance the account. There may be Money may be put in wrong accounts. Judy Bentley confirmed that this has been an ongoing issue with this account. Questions were asked about the six month expiration on gift certificates, is the Chamber honoring expired certificates? Who is responsible on watching the dates on the gift certificates? A grace period for endorsement. Need to start over with zero balance and go from there. Suggestion by Chris Jones.

It was also suggested that After six months money goes back in account, would move account back into the plus side. But then another question was raised, if the money is moved and an expired certificate is presented at the bank, will it cause problems? It was noted that the certificates would be an item for discussion for Darcy, Ardie, Jennifer, and Kent to discuss.

Ardie noted that a list of warrants should be submitted to the Board for review and approval at each meeting. Jennifer was asked to provide a list at the next meeting.

#### Directors Report

- A. Completed new letter. 17 new renewals to complete membership renewals. 94 renewals to date. Two new members, Exclusive Interiors by Jeri, sponsored member, by Rose Business Solutions, paid for full membership. Freeman Plumbing, Heating & AC, also paid for one year of advertising in the newsletter.
- B. Distributed new member packets. Jennifer Anderson traveling to see new business as she has listed. Has followed up with those businesses as well. Currently two members in Lebo, but many more to talk to. Trails End Steak House/Petticoat Junction a strong candidate for membership. Visited with Sonic, very strong candidate for membership.

- C. After Hours hosted by Burlington Place Apartments. Held Grand Opening and Ribbon Cutting ceremony. Thirty-two in attendance. Four Board members were present: Mark Petterson, Ron Hoover, Chris Jones, and Kenda Rose.
- D. Office will be closed in the morning of March 20, 2008, traveling to Ft. Scott to attend the SEKTR meeting.
- E. May Daze activities at the Chamber corner. Loran Martin and Jennifer Anderson working on ideas. RCIL interested in participating. Possibly food items to give away, such as popcorn. Need to check on food vendors planning to be there, before giving away food. Jennifer will check with Chamber member businesses for availability of items before ordering from non-Chamber member resources.
- F. Mental Health Center of East Central Kansas Grand Opening and Ribbon Cutting on March 25, 2008. Ribbon Cutting at 2:45 p.m. Open House from 3:00 p.m. – 6:00 p.m.
- G. AG Dinner entertainment proposed KSU Singers and hold it at the Burlington High School Commons Area/Theater. May be a conflict with the April 8, 2008 date, because of a Play on April 10, 2008.
- H. Senior Honors Banquet only one date available, all students busy, on hold for now. Judy Bentley the only Task Force member as of date.
- I. Embarq contract, Rick Grabill, out of the office, nothing to follow up with.
- J. Discussions regarding coupon books: Peel-A-Deal. Passed around samples. May have to get out door to door to promote to businesses. It was noted that there has been minimal response from membership on who wants coupons. Kenda Rose suggested setting a date for members to respond so the project could either move forward or be dropped so Chamber staff could devote time to other activities. Ron Hoover question about expiration date. Suggestion of color coding. Ardie Lauxman agreed. Only a limited number of peel-a-deal coupons to be printed. Ron Hoover asked if it was wrong timing to advertise the coupon books at the After Hours? Discussion regarding an appropriate expiration date for the coupons. There will be no cost to Chamber members and will expire 3/31. An expiration date should be the end of each year. Card to coincide with membership date, in case a member drops. Kenda Rose suggested offering a spot to non-members at a cost. Advertise coupon spots to non-members to purchase, after members have been offered a chance to participate. It was decided that Jennifer would outline how the coupon books would be structured and presented for members and non-members—cost, how many each could have, cut-off date for inclusion, publication date, expiration date—and bring that information to the next board meeting for discussion and action.

Advertise on Hoover's receipts, City electric Bills, Burlington School site on TV. Proposed price for spot between \$25 - \$50. Ask members first, how many they want. Offer first one for free, then after that should pay for the next one(s).

- K. New Member Stats to be added to Director's Report. Keep a running total and how many visited, how many joined, how many haven't.
- L. Old Business
  - Program of Work
    - 1.) Mediacom – not effective, put money into radio advertising. Possibility of advertising on Tallgrass Nation – 3 hrs in the morning, Ball game Spots for all high schools in Coffey County. The Wave.
 

Ron Hoover suggested using the money for scholarships instead of advertising. Question by Kenda Rose, can you give money away as per Chamber By-Laws? Ask Kent Hoyt. Question about the money that the Chamber gives to each city for city events: Understanding is that the money comes from Economic Development and is passed through the Chamber. Money filters through the Chamber. Ron Hoover suggested sponsoring an essay contest if the Chamber is not allowed to "give away" money for scholarships.
    - 2.) Recruiting new members. Offer a discount on membership or advertising, Leave incentive up to Executive Director to expand on.
    - 3.) #6 added as a result of LeRoy meeting. Suggestions, bi-monthly, or requested, no less than annually.
    - 4.) Support Chamber Member business; Ribbon Cuttings and First Dollar Profit Earned. Does it apply (#6) to a continuing or new business? Freeman in Waverly wants a ribbon cutting. Need timeframe on Ribbon Cutting and First Dollar Earned. Discussion on offering something different for business that changed ownership vs. New businesses. Suggested by Mark Petterson, a plaque that says welcome as member with the year to year membership.

- 5.) Hold Chamber After Hours at the top or move somewhere else. Delete #1, #6 covers the other. Keep #7. Scratch CableOne advertising on #1 in Support & Promote.
- 6.) Operate & Support the Visitor Center  
Discussion regarding how many people do you have come through the Chamber? Discussed how to keep track by tallying info packets sent out, Chamber bags distributed, etc. #3 Provide relocation and information packets. 200 bags for Outage. Keep tally on the calendar or somewhere to keep a running count, as per Kenda Rose.

Increase tourism in Coffey County, Scratch #7.

Maintain a Positive Presence & Proactively, Question by Executive Director on ability to attend each event without support of board or members to assist with covering a Chamber presence at the events.

4<sup>th</sup> Grade Essay contest, do we still do this and why is it the 4<sup>th</sup> grade? Kenda Rose recommended replacing that with a general statement, "we support the education of Coffey County through various means" due to minimal participation in the essay contest and that the participants do not always note Chamber member businesses as their "favorite" business.

Scratch #4, Increase Tourism In Coffey County  
Scratch #5 & #6

Mark Petterson made a motion for Kenda Rose to retype the Program of Work with changes and re-distribute it. Motion was seconded. Motion passed.

#### Policies & Procedures

Discussion regarding comp time for Executive Director. Suggested that No more than 40 hours of comp time to be accumulated any given time. Jennifer brought up that the Executive Director is an exempt position and not eligible for comp time. It was agreed that in light of this, there was no issue with comp time for the Executive Director. Outline this position is an exempt position, and paid on salary.

#### New Business

Next meeting to be held in Lebo.

Promotional items, Executive Director would like approval to purchase some promotional items for the Chamber, pens, balloons, etc.

Ron Hoover made a motion to approve the purchase of promotional items for the Chamber, not to exceed \$400.00. Ardie Lauxman seconded. Motion passed.

It was noted that the meeting had run for 2 hours and when asked if wanted to continue or adjourn, board members noted they needed to leave.

The remaining items on the Agenda were agreed to be carried over to the April meeting due to lack of time for discussion/action. Items to be carried over include:

- Lebo Board Vacancy
- By-Laws suggestions for revision
- Conflict of Interest Statement and Confidentiality Policy
- PayPal Account
- May Daze plans
- Requested Sponsorships/Special Event Donations

It was moved and seconded, and approved, to adjourn the meeting at 7:15 p.m.