

**STRATFORD AREA CHAMBER OF COMMERCE
BOARD OF DIRECTORS MEETING
October 11, 2017**

Meeting called to order at 5:05 pm.

Present: Holly Haupt, Beth Griffith, Jeff Tarras, Angela Gerlach, Brian Forrest, Sandy Rueth

President's Report – Shared pertinent email messages from chamber account.

VP Communications Report - Presented 9/20 minutes for approval. M/S/C to accept as presented. Shared Daubert Docket promoting 2nd location in Stratford. Recapped SHS Building Dedication event. Distributed MACCI communications. Discussed MACCI invoice for 2017 & 2018 membership. M/S/C to decline membership invitation. M/S/C to share Workplace Drama Workshop link with general membership. Reviewed SAFD 2018 calendar advertising request. M/S/C to eliminate coupon, purchase double ad instead of single ad.

VP Finance Report – Discussion to dissolve community days account and track financials like all other chamber events. Discussion tabled.

VP Member Relations Report – No Report

Old Business-

STAR Club Shelter – No Report

Portable Sign Replacement – Still waiting for revised quote. Discussed potential member/non-member price structure for rental purposes to offset initial and anticipated operational costs.

X-mas in the Park – Reviewed email updates. Shared communication regarding holiday street decorations-village crew available (weekdays) to help, w/advance notice and dependent on weather. Opportunity presented to purchase holiday decorations that would coordinate with the village street decorations-M/S/C to decline. Committee meeting scheduled to solidify event format, identify needs and initiate plan of action. Request to reach out to members regarding need for a Santa.

Village Maps – Discussed design/content changes. Recommendation to keep larger size format w/2005 map double street design. Proposed quantity of 1000 based on # of PO Boxes and # of utility bills mailed. M/S/C to order 2500 considering strong initial demand and future reorder costs. Updated layout to be presented at next meeting w/ final design presented to general membership at the annual meeting.

Inspire Program – Shared MACCI promotional piece. Provided answers to previously asked questions. Will meet with Janeen to determine SHS interest before possible implementation of program. M/S/C to share MACCI promotional piece via mass email to get feedback from general membership.

2018 Membership Drive – Solicitation letters mailed 10/03 to area businesses-77 renewal/73 new member solicitation. To date, approximately 25% of the 2017 members have renewed.

Community Days / Food Kitchen – No Report

Block Party – Businesses on 3rd Ave pleased with event-a bit disappointed with member turnout. Block parties will return in 2018.

New Business-

Annual Banquet – No Report

Meeting was adjourned at 6:45 pm.

November BOD meeting – November 8 @ LJ's Sports Zone @ 5:00 pm.