



Call to Order

The meeting was called to order at 0803 by Tracy Titmus at the Southern Boone School District Central Office.

Roll Call:

Board Members Present: Tracy Titmus (P), Tim Roth (VP), Tracy Banning (Treas), Becky Edwards (Sec), Laurie DiPietro, Jesse Wheadon, Chelsea Wren, Melissa Karotka, Vicki Kemna (PP)

Absent: Eric Barmann, Whitney Jaegers, Ann Colgrove, Derek Tamm

Others Present: April Hayes, Caitlin Cunningham, Lars VanZandt, Faryn Griffin, Jason Reynolds, Izzy Smith, Carrie Fischer, Letitia Denhartog, Jess Porter, Katie Williamson, Gene Rhorer

Quorum: yes

Introduction of Guests:

Additions:

MOU with SBEDC review.

Approval of the Minutes

The November minutes were presented.

Tracy Banning and Melissa Karotka made motions to approve the minutes. Board approved as written.

Treasurer's Report

Income \$4698.38

Expenses: \$1360.04

Monthly End Bank Statement as of 11/30/2021 was \$36,495.79 and cash balance on hand as of 12/09/2021 was \$36,764.05

Motions made by Chelsea Wren and Tim Roth to approve the treasurer's report. November Treasurer's report approved.

Committee Reports/New Chairpersons:

Membership/Ambassadors: Jesse Wheadon

Ribbon cutting at the City Park mural. Will reach out to 573 nutritio. 2021 membership was 104. City of Ashland would like a ribbon cutting on January 28 at the new City Hall, time TBD.

Special Events/Quarterly Membership: Tracy Banning reported. Chamber had a float in the Christmas parade and handed out moose munch at the tree lighting. Chamber awards banquet will be 1/20/22 at The Optimist, call for award nominations will go out soon.

SBEDC: Vicki Kemna.

No recent meetings or updates to report.

Website: Jason Reynolds

Four hours of payroll for Heather Wilson in November. Discussion to expand hours from four to six hours per month, in proposed budget for 2022. Discussion around diversifying social media platforms with additional hours. Ideas include diversifying social media platforms, a google drive for members to dump information and pictures for easy access by media personnel. Additional hours could also be used to share posts made by the Chamber to increase visibility. Request made for analytics from FB at next meeting.

Newsletter: Tracy Banning – send things to Tracy

Budget/Finance: Tracy Banning & Eric Barmann – Tracy Banning presented. Additional expenses include increasing media hours by two hours per month and funding the salary of shared position with the City of Ashland and SBEDC starting in April. Added spring and fall fundraisers. Murder mystery will be spring event on 3/19/21 and the fall event will be donkey races. Melissa Karotke and Laurie DiPietro made motions to approve the 2022 budget. Budget for 2022 approved.

City Of Ashland Report: Carrie Fischer – nothing to report

Unfinished Business: None

New Business

- Southern Boone Primary and Elementary are looking for reading mentors. Asking for volunteers to read with kids 20-30 minute. Chamber can promote businesses giving back to the schools and community.
- MO Sports Hall of Fame: Joyce Gillespie played basketball in the 1960s, being inducted into the Missouri Sports Hall of Fame. Ask is for an ad in the program to honor Joyce. Board decided not to purchase an ad but to share information with the Southern Boone Booster Club.
- **Business prospects:**
 - 573 nutrition, Scooter's Coffee, Studio 24, Cuts by Kelly
 - Recommendation for new business promotion prior to a new business joining the Chamber. Proposal for SBEDC to make posts about new businesses opening for

Chamber members to share. ABC President, Lars VanZandt reported the data was presented at the last meeting in regards to what the community preferences, demographics, spending habits, and making the downtown area more aesthetically pleasing. Next step is to create a vision and mission statement for a collective focus and way forward. The next meeting is January 5, 2022.

- **Other Announcements:**

- Second Saturday is 12/11
- Book sale at DBRL 9a-12p on 12/11. \$5 per bag, bag provided.

Adjourn

Motions made by Chelsea Wren and Tim Roth to adjourn the meeting. The meeting adjourned at 0903.

Next Board Meeting

The next meeting is January 13, 2022 at 8:00 am at Southern Boone School Central Office.