

Call to Order

The meeting was called to order at 8:01 a.m. by President Jason Reynolds at River City Construction's meeting room.

Board Members Present: Jason Reynolds, Ann Colgrove, Theresa Lackey, Chelsea Wren, Louise Martin, Todd Pridemore, Becky Edwards, Tracy Eichhorn.

Absent: Vicki Kemna

Quorum: yes

Others Present: Bill Lloyd, The Callaway Bank; Eric Barmann, Mainstreet Bank, Tracy Banning, Angell Insurance, Adam Fox, RRCU, Matt Czerwonka, Mainstreet Bank, MattDallmeyer, Farmer's Insurance,

Guest Introductions:

Cynthia Schreen of Zimmer Radio presented information about an upcoming seminar featuring Chuck Mefford about branding your business on April 11th from 8am-noon at the Columbia Courtyard Marriott. This is free to Chamber members, just contact Cynthia for tickets.

Mayor Gene Rhorer talked to the members about the City of Ashland sign (see Unfinished Business)

Additions to the Agenda

None.

Approval of the Minutes

The Februaryboard meeting minutes were presentedas previously emailed. Theresa Lackey and Chelsea Wren made a motion to approve the minutes as amended. The minutes were approved as amended by the board.

Treasurer's Report

Income \$1,345.00

Expenses: \$469.60

Month End Bank Statement as of 02/28/2017was \$7,891.54 and cash balance on hand as of3/3/2017 was \$8,066.54.

Ann Colgrovepresented the FebruaryTreasurer's Report. Motion was made by Louise Martinand Becky Edwards to approve the treasurer's report. The treasurer's report was approved by the board.

Committee Reports

Membership/Ambassadors:

Ann Colgrove, Chair reported that the committee was working on dues, following up on missing invoices and looking at members past & present to follow up with about either

joining or rejoining. So far dues are up \$1600 over 2016 and feel that is because of doing more face to face follow up on memberships. They are also gathering information on what the Chamber can do for members. Plus still working on ribbon cuttings for Chamber Days.

Special Events/Quarterly Membership:

President Reynolds relayed information from Vicki Kemna about the upcoming quarterly meeting to be held on March 22nd from 8am to 10:30am at the Ashland Library in their meeting room. There will be a speaker from the Dept. of Labor and address the group on Wage & Labor laws. The Callaway Bank will sponsor the refreshments.

Tracy Eichhorn, Chair reported that the committee was meeting again next Tuesday but so far had confirmed the following activities for Chamber Days:

Thursday: SBEDC Leadership Breakfast, Chamber Days BBQ

Friday: Chamber Days Breakfast at Skyline Café, SOBOCO Elementary Art Show @ Mainstreet

Bank

Saturday: City-wide Garage Sale, Mid-Missouri MS Walk

Also presented a list of businesses that had participated in the past with Treasure Chest giveaway, asking for any additional information from members on contacts and/or new businesses to solicit for donations.

Todd Pridemore shared that KRCG-TV would be willing to do a Digital Marketing Seminar for the Chamber.

This would be a good educational opportunity for an upcoming quarterly members meeting.

Economic Development:

Bill Lloyd, Chair, group has not met but will next week and have reached out to REDI to help with planning.

Website/Newsletter:

Vicki Kemna, Chair was absent. President Reynolds and Tracy Banning met with Stacey at the Boone County Journal. President Reynolds presented to the group the proposal to hire Stacey as a sub-contractor to work on revamping and then maintaining the Chamber's website as well as handle the social media postings. Compensation would be at \$12/hour. Initially she will need to spend longer time renovating the site and getting it up-to-date but once that is finished should not have to spend more than 2 hours per week with maintenance. Ann Colgrove presented a motion to the board to approve hiring Stacey. Motion was seconded by Todd Pridemore and motion was approved by the board.

Budget/Finance:

Bruce Wallace, Chair was absent. Ann Colgrove indicated that the committee was meeting today and would be looking at the dues structure for possible rewrite as well as the different levels of membership (definitions and amounts) as well as looking at possible incentives for the different levels.

Unfinished Business:

Welcome to Ashland Sign: Mayor Rhorer addressed the group about the City of Ashland sign and the moving of same. He has been in contact with MoDot about relocating the sign. Because the Chamber is a private entity, there would be permits that would need to be obtained. The spot by the water tower that was proposed before was deemed too risky because of buried fiber optic lines. Mayor Rhorer indicated the City of Ashland was more than willing to help and would probably bear most of the cost of moving the sign (pending board approval). It was also suggested that wherever it was moved to that landscaping and possible elevation be included to give the sign more presence. President Reynolds also had a conversation with David Westhoff and there was the possibility of raising the elevation of the land the sign currently sits on and creating an easement there. There was also the suggestion of moving to the west side of the property in front of the small parking area of the Elements building. Mayor Rhorer will research further including some type of contractual agreement with the property owner (regardless of where the sign ends up at) and the Chamber and City with an easement provision and report back to the group. Bill Lloyd proposed making Mayor Rhorer an ex officio member of the board. The Mayor agreed and stated that either he or the City Manager would try to be in attendance at all future Chamber meetings.

Chamber Library Resource Development-Becky Edwards shared that she is working on a list of books that will be available at the Ashland library plus she will come up with some links to resources for the website.

New Business

Business prospects: none

Announcements:

Tracy Eichhorn shared flyers with the group about the MS Walk/Run which will coincide with Chamber days. She also shared with the group that Mid-Missouri Arts Alliance will be partnering with the Learning Garden for a fundraiser in conjunction with their annual fundraiser "Dine in the Dirt". The studio will be open to the public on April 19, 28 and May 3rd to make "Garden Monsters" the cost will be \$10 with \$5 going to the Learning Garden.

Rod Green invited the group to attend Art in Bloom next weekend at the Museum of Art & Archeology. Alan Anderson Florist will be a participant. It is from 7pm to 9pm on Friday, all day Saturday and on Sunday from 12-4. He had handouts for the group.

Adjourn

Motion was made by Todd Pridemore and Ann Colgroveto adjourn the meeting. Meeting adjourned at 9:02a.m.

Next Board Meeting

Our next meeting is scheduled for April 13, 2017, at 8:00 am at River City Construction.