

Call to Order

The meeting was called to order at 8:03 a.m. by Chamber President, Melissa Karotka, at the Southern Boone School District Central Office.

Board Members Present

Melissa Karotka (President), Faryn Griffin (Secretary), Letitia Denhartog, Virginia Steiger, Izzy Smith, Laurie DiPietro, Jesse Wheadon, Tim Roth (Past President)

Absent: Tracy Banning (Treasurer), April Hayes

Quorum: Yes

Introduction of Guests

William Blue – Boone County Journal

Sierra Binkley – Mizzou Therapy Clinic Manager

Heather Smith – Airport 63 Storage

Stephanie Sullentrup – First State Community Bank

Addition to Agenda

No additions

Approval of the Minutes

The minutes of the September meeting were presented.

Izzy Smith and Jesse Wheadon made a motion to approve the minutes. The minutes were approved by the board.

Treasurer's Report

No report.

Income: \$

Expenses: \$

Monthly End Bank Statement as of was \$ and cash balance on hand as of was \$

Motion was made by April Hayes and Faryn Griffin to approve the treasurer's report. The treasurer's report was approved by the board.

Committee Reports/New Chairpersons:

Membership/Ambassadors: Jacob Garrett/Tracy Banning

Renewals will be going out shortly, this month or next.

The Membership Committee met on Monday, October 9th to hold a special Chamber Membership Brainstorming Session for the upcoming year. The goal of this meeting was to reevaluate and look at how we are currently helping our members of the chamber and how we can improve.

- We discussed the current events that the chamber hosted and talked about revamping these events to fit the current need.
- The idea of putting together a Chamber Showcase along with the Chamber Leadership Breakfast is on our radar for 2024. We are currently working on a plan of action for this event and pricing now. This will be presented at an upcoming Chamber Board meeting. We are also looking at hosting an evening event prior to the Chamber Leadership Breakfast.
- One of the main ideas that we are looking to focus on in 2024-2025 is to create our Mission and Vision of the Southern Boone Chamber of Commerce along with putting a business plan in action. We will be holding a special board meeting to host guest speaker Matt McCormick President of the Columbia Chamber of Commerce. We will also be inviting Jamie Martin, Membership Directory for the Chamber of Commerce. The Missouri Chamber may be a good resource as well as the Callaway Bank. Lisa also added that Centralia has now hired a part time employee for their Chamber and may be a good resource.

Special Events: April Hayes

The Special Events Committee has upcoming events to finish off the 2023 year:

Thankful for You Event, November 29, 2023 from 11:30 a.m. – 1:00 p.m. at the YMCA

This event is our annual thank you to members where lunches are provided to each member business and their employees. Lunches will be purchased from Hyvee and a flyer and menu link will be sent out soon. New this year, businesses will have an opportunity to set up a table/booth to provide those in attendance with information on their business and network with other members. We will also be offering a carry out or dine in option this year!

Christmas Parade, December 1, 2023

We will have a float/truck in the parade this year to throw candy and show the Chamber's presence in the parade. Anyone who wants to participate, please contact April ASAP. The number of volunteers will determine whether we need a trailer for an actual float or if we will ride in the back of a truck like previous years. When the parade is over, we attend the tree lighting in the park and pass out moose munch to the kids after they have visited Santa.

Website & Newsletter: Faryn Griffin

Looking at launching Constant Contact November 1st

Budget & Finance: Tracy Banning

No report.

City of Ashland Updates

City Of Ashland Report: Kyle Michael

No report.

SBEDC: Brandon Glascock

SBEDC Will not meet on 10/11 (tomorrow), so no report for the Chamber meeting.

The previous meeting was held on 9/13. Other than paying bills, no action was taken.

The following were discussion topics:

- Discussion about Ashland Planning & Zoning Commission observations and Land Use discussions. There is a desire to engage with the Commission and the City to better educate decision-makers on land use decisions and market needs. Discussion ensued regarding potential updates to the Future Land Use map of the City and how to get involved in the decision-making process.
- A brief discussion regarding the need for a clean copy of the Bylaws to continue working forward.
- Discussed SBEDC Participation in the Business Networking events (perhaps spearheaded by Ernie Wren and Laurie DePitro)
- Kyle Michel provided an update on current surveys and future open house dates for the Boone County Master Planning process.
- Discussed an upcoming meeting between SBEDC, Chamber, and ABC
- A brief update was provided on Boone's Corner construction progress.
- Virginia Steiger provided an update on Ranken.

The next meeting for SBEDC is scheduled for November 8th.

ABC: Izzy Smith

The Ashland Betterment Coalition meets on the first Monday of every month at 7pm in the Community Room at City Hall. These are open meetings and we always welcome community members who want to be involved or volunteer.

Planters have had great feed back and we are in action to have two more locations for the spring. We are placing these on a first come first serve basis, so that is how we are choosing the locations for now and will move down the list accordingly. After the trial run of 3 planters, we realized they are going to be more costly than anticipated to keep and establish. That being said, we are looking for volunteers to be on a rotation of planter care as well as material donors so our input cost is not as high. There are 4 businesses on the wait list for planters.

We have our Santa and live reindeer event coming up December 8,202. This is a family friendly event to encourage people to visit our business district. Santa and Mrs. Clause will be there for kids to visit with and live reindeer will be there. We are looking for two exclusive sponsors that event at \$500 a piece.

The group is working on a better process for requests of accepting/declining sponsorships and launching the facade grant opportunity.

Unfinished Business

Group met to discuss the partnership between ABC, Chamber & SBEDC. One item the groups want to focus on is having more transparency. Will be doing an update from all groups/committees to include at the Chamber meeting. It helps keep organizations and members on target without reinventing the wheel, along with keeping everyone knowledgeable about what is going on.

New Business

None

Business prospects

None

Other Announcements:

Boone County Journal is awaiting entries for Halloween Decoration Contest. There are currently 7 entries.

Izzy Smith Homes & Jacob with Bell Bank are hosting an event Navigating the Current Housing Market on October 17th from 5:30 – 7 pm

Christmas parade will be Dec. 1st

Monster Dash 5K with the YMCA is October 28th. Register in person or online.

First State Community Bank has a grand opening at their location on Bethel.

Adjourn

There was no motion to adjourn the meeting. The meeting ended at 8:33 a.m.

Next Board Meeting

Our next meeting is scheduled for November 9th 2023 at 8:00 am at the Southern Boone School District Central Office.