

Sweet Home Chamber of Commerce
Board Meeting Minutes
January 21, 2021
5:30 - 7:00 pm

Attendees:

George Medellin – President
Christy Duncan – Vice President
Mark Opperman – Treasurer
Diane Gerson – excused absence
Karla Hogan
Shelly Larson – excused absence
Paula Newman
Marlene Peterson
Cassie Richey
Melody Jordan – Office Manager

Call to Order

George called the meeting to order at 5:31 pm

Review of Previous Minutes

VOTE: Motion to approve the November 19, 2020 minutes as corrected was made by Paula. Christy seconded the motion. The motion carried without objections or abstentions.

Financial Report

Marlene asked if the Board would like additional information on financial reports in the future. The Board expressed that they are happy with the information given.

Mark updated the Board on account balances from Umpqua Bank:

Checking \$17,365.13

Savings \$18,806.51 including \$17,300 EIDL funds

The December financials were not available in time for the meeting but would be emailed to the Board as soon as Melody receives them.

Nonprofit Update

Mark shared that the 940 forms are complete and ready to send to the IRS to complete taxes for 2015 and 2016. The next step is to send the completed 501 (c)6 form.

2021 Budget Review

Marlene shared an updated 2021 budget with a positive balance. Paula suggested setting up a way to track and measure the revised budget.

VOTE: Christy motioned to approve the revised 2021 budget. Cassie seconded the motion. All present were in favor and the motion carried without objections.

Office Manager Update

Melody shared that she has been working on strengthening relationships with other entities including the City of Sweet Home, the Historic Albany Carousel, Executive Directors of Chambers in the region, Linn County Parks, SHOCASE, and Jamboree. Melody and Blair Larsen of City of Sweet Home are developing resources for starting a business in Sweet Home, and Councilor Susan Coleman and Sweet Home's Communication Specialist will be guest speakers at the Chamber's next webinar. The City is also sponsoring the cash prizes and posters for Localopoly.

The Executive Directors for Chambers in Albany, Lebanon, Corvallis, and Stayton have agreed to monthly meetings to discuss navigating events throughout the pandemic. Linn County Parks director asked Melody to gather a panel of Sweet Home business owners to hear and respond to the development plan of Lewis Creek Park. Melody is also working with the SHOCASE committee on a photography contest for postcards. The contest is scheduled to open February fifth and close March first. Additionally, Melody will be meeting with the Jamboree festival director to learn more about festival plans in 2021.

Melody shared that the Chamber's web presence has increased on all platforms including the website, newsletter, Google and social media. She will also be representing the Chamber as a guest on a local podcast. Melody is still working on membership renewals. She shared that the Chamber has 51 current paid members, 12 of which are new.

Coffee with Colleagues has started again and event hosts are booked through May. Melody hired a new office assistant through Easter Seals. The Visitors Center has been organized, and custom Sweet Home merchandise will be supplied to the Visitors Center by Kellie Kem. The Chamber will keep 20% of sales.

Other Business

George shared the Executive Director job description. Paula and Christy requested adding to the job description the tasks of tracking and measuring strategic plan progress and sharing detailed reports at monthly board meetings.

VOTE: Mark motioned to approve the job description with requested amendments.

Marlene seconded the motion. All present were in favor and the motion carried.

The Board reviewed the strategic plan created with Robert Killen in December, including the new Vision and Mission statements.

VOTE: Christy motioned to adopt the new strategic plan. Paula seconded the motion. All present were in favor and the motion carried.

Karla and Melody gave an update on Visitors Guides and Visitors Maps. Collaboration is not possible at this time with the New Era Newspaper. Karla, Shelly, and Melody are working on alternative options.

Christy, Paula, and Karla gave updates on the Sportsman's Holiday Princess Committee. Paula volunteered to approach the current committee to schedule an end of season meeting. The Committee plans to conduct interviews for chaperones this year.

Karla shared that the Ambassadors team met and visited three new businesses in town, two of which are now Chamber members.

Melody and Cassie gave an update on Christmas Committees. A wrap-up meeting was conducted and plans for maintenance of Yard Cards is scheduled for July. Overall, Christmas events and decorating went smoothly and was very well received by the community.

There is no update on a new Visitors Center sign at this time.

The Board discussed a recent board application. Melody will invite the applicant to the Chamber Forum on February 25. If the applicant is interested in the Chamber's new mission and values, the Board will extend an official invitation to join in March.

Adjournment

George thanked the Board for their time and adjourned the meeting at 7:00 pm

Respectfully Submitted,

Mark Opperman
Treasurer/Secretary

Melody Jordan
Recorder