



**Reidsville Chamber of Commerce
Board of Directors Meeting
May 25, 2022, 12pm
Chamber Board Room**

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- | | |
|-------------------------------------|---|
| 1. Call to Order | Jessie Meador Chairwoman |
| 2. Invocation | |
| 3. Strategic Conversations (20 min) | Goal Setting & Chamber Action:
Marketing Update from Consultant Izzy West,
Izzy West LLC (Via Zoom) |

CONSENT AGENDA

The Reidsville Chamber of Commerce uses a Consent Agenda to consider items that are non-controversial and routine. The Consent Agenda is acted upon by one motion and vote of the Board. Items may be removed from the Consent Agenda and placed on the Regular Agenda at the request of a Board Member. The Consent Agenda contains the following items:

1. Approval of the April Minutes (Pg. 2)
2. Approval of New Members and Dropped Members (Membership Reports) (Pg. 3)

REGULAR AGENDA

- | | |
|-----------------------------------|---|
| 1. City of Reidsville Report | Jeff Garstka Economic Development Director,
City of Reidsville |
| 2. Executive Board Updates | |
| a. Chairwoman's Comments | |
| b. Goal Setting Updates: June Mtg | |
| c. Budget & AR | Jessie Meador Chairwoman |
| 3. Committee Reports | |
| a. Workforce Development | Jennifer Lester Business & Industry Liaison |
| b. Golf Tournament | |
| 4. President's Report | Diane Sawyer President & CEO |
| a. Upcoming Events | |
| i. Golf Tournament | |
| ii. Business Showcase | |
| iii. Summer Events | |
| 5. Announcements & Adjourn | |



**Reidsville Chamber of Commerce
Board of Directors Meeting
April 27, 2022, 12pm
Chamber Board Room**

Present: Jessie Meador, Robbie City, Robin Pegram, Judy Neal, Chad Blakley, Drew Barefoot Eden Combs, Victoria Ellis, , Jennifer Lester, Morgan Moore, Matthew Searce, Jeff Garstka, Donald Carter, Diane Sawyer

Absent: Wayne Hollowell, Patience Fairman-Evans, Kirk Smith, Justin Dill

CONSENT AGENDA – Motion made, Seconded, motion carried.

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1. Approval of the March minutes (Board Retreat) (Pg. 2-3)
2. Approval of New Members and Dropped Members (Membership Reports) (Pg. 4)
3. Member of the Month – May 2022 (Pg.5)

REGULAR AGENDA

- | | |
|---|---|
| 1. City of Reidsville Report | Jeff Garstka Economic Development Director,
City of Reidsville |
| 2. Executive Board Updates | |
| a. Chairwoman's Comments | |
| b. Board Retreat Follow up | |
| c. Budget & AR | Jessie Meador Chairwoman |
| 3. Committee Reports | |
| a. Workforce Development | Jennifer Lester Business & Industry Liaison |
| 4. President's Report (Pg 9) | Diane Sawyer President & CEO |
| a. Upcoming Events | |
| i. Annual Awards | |
| 1. Nominating Process | |
| ii. Staff Appreciation | |
| iii. Business Showcase | |
| iv. Summer Events | |
| 5. Announcements & Adjourn- Motion made, Seconded, motion carried. Meeting adjourned at 1:13 pm | |

Respectfully submitted,
Diane Sawyer

**Reidsville Chamber of Commerce
Profit & Loss Budget vs. Actual
January through April 2022**

Ordinary Income/Expense	Jan - Apr 22	Budget	\$ Over Budget
Income			
Revenues			
4030 · Rental Income	7,987.90	7,700.00	287.90
4010 · Membership Investments	22,065.00	22,666.64	-601.64
4020 · New Member Investment	2,743.42	3,180.00	-436.58
Total Revenues	32,796.32	33,546.64	-750.32
4150 · Miscellaneous Income	30.01	0.00	30.01
4180 · Visitor Center			
4181 · Visitor Center Expenses	-3,905.11	0.00	-3,905.11
4180 · Visitor Center - Other	22,013.46	0.00	22,013.46
Total 4180 · Visitor Center	18,108.35	0.00	18,108.35
7051 · Grasshoppers Night Income	2,959.32	0.00	2,959.32
7052 · Greensboro Swarm Income	500.00	0.00	500.00
7000 · Division Income			
7100 · Affinity Program Income	230.35	0.00	230.35
7049 · Beer Garden/WineTasting Income			
7049849 · BeerGarden/WineTasting Expen...	-426.56	0.00	-426.56
Total 7049 · Beer Garden/WineTasting Income	-426.56	0.00	-426.56
4170 · Chamber Champion	15,816.20	16,000.00	-183.80
7020 · Staff Appreciation Luncheon			
7020820 · Staff Appreciation Expenses	0.00	-3,000.00	3,000.00
7020 · Staff Appreciation Luncheon - Other	180.00	3,000.00	-2,820.00
Total 7020 · Staff Appreciation Luncheon	180.00	0.00	180.00
7043 · Golf Tournament	1,125.02	1,000.00	125.02
7045 · Seminar			
7045845 · Seminar Expenses	0.00	-100.00	100.00
Total 7045 · Seminar	0.00	-100.00	100.00
7094 · Annual Meeting			
7094894 · Annual Meeting Expenses	-162.50	0.00	-162.50
7094 · Annual Meeting - Other	1,000.00	500.00	500.00
Total 7094 · Annual Meeting	837.50	500.00	337.50

Reidsville Chamber of Commerce
Profit & Loss Budget vs. Actual
 January through April 2022

	Jan - Apr 22	Budget	\$ Over Budget
7000 · Division Income - Other	375.00	0.00	375.00
Total 7000 · Division Income	18,137.51	17,400.00	737.51
Total Income	72,531.51	50,946.64	21,584.87
Gross Profit	72,531.51	50,946.64	21,584.87
Expense			
Bad Debt	923.00	0.00	923.00
Insurance Expense (D&O)	261.20	900.00	-638.80
5000 · Salaries and Benefits			
5110 · Salaries			
5115 · Temporary/Part-time	2,262.50	0.00	2,262.50
5110 · Salaries - Other	31,997.32	41,874.00	-9,876.68
Total 5110 · Salaries	34,259.82	41,874.00	-7,614.18
5117 · Reimbursed Expenses	3,479.38	2,200.00	1,279.38
5120 · Payroll Tax Expense	2,258.09	3,680.00	-1,421.91
5139 · Staff development & Training	35.12	0.00	35.12
5140 · Retirement Plan	1,000.00	1,000.00	0.00
5160 · Staff Expenses	118.80	0.00	118.80
5170 · Travel	14.04	100.00	-85.96
5171 · Meals	65.83	100.00	-34.17
5175 · Sales Commission	4,249.45	5,000.00	-750.55
5180 · Worker's Compensation Insurance	335.00	0.00	335.00
5190 · Payroll Expenses	696.69	400.00	296.69
Total 5000 · Salaries and Benefits	46,512.22	54,354.00	-7,841.78
5200 · Occupancy Expenses			
5230 · EIDL Loan	0.00	1,008.00	-1,008.00
5245 · Utilities	3,558.54	3,000.00	558.54
5210 · Rent	0.00	2,088.00	-2,088.00
5240 · Telephone	1,382.12	1,320.00	62.12
5250 · Liability Insurance	2,273.00	4,000.00	-1,727.00
Total 5200 · Occupancy Expenses	7,213.66	11,416.00	-4,202.34
5300 · Office Operations			
5310 · Office Supplies	335.42	200.00	135.42
5315 · Supplies-other	51.87	200.00	-148.13
5320 · Postage	677.29	300.00	377.29
5325 · Office support services	1,784.80	900.00	884.80
5335 · Computer Expense	50.72	750.00	-699.28
5370 · Lease and Service Contracts	855.99	950.00	-94.01
5220 · Maintenance agreements	118.48	550.00	-431.52
5340 · Dues and Subscriptions	702.88	550.00	152.88

12:15 PM

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Reidsville Chamber of Commerce
Profit & Loss Budget vs. Actual
January through April 2022

	Jan - Apr 22	Budget	\$ Over Budget
5380 · Bank Service Charges	49.90	100.00	-50.10
5390 · Interest	854.13	0.00	854.13
Total 5300 · Office Operations	5,481.48	4,500.00	981.48
5400 · Membership Development			
5410 · Ambassadors	0.00	500.00	-500.00
5440 · Advertising	449.00	1,000.00	-551.00
5450 · Luncheons & Meetings	176.63	200.00	-23.37
5490 · Website Expense	1,733.32	1,484.00	249.32
5400 · Membership Development - Other	3,272.53	1,796.00	1,476.53
Total 5400 · Membership Development	5,631.48	4,980.00	651.48
Total Expense	66,023.04	76,150.00	-10,126.96
Net Ordinary Income	6,508.47	-25,203.36	31,711.83
Net Income	6,508.47	-25,203.36	31,711.83

Reidsville Chamber of Commerce A/R Aging Summary

As of May 24, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>	
Greensboro Grasshoppers	0.00	0.00	0.00	0.00	1,175.00	1,175.00	Payment Promised
Pella	0.00	0.00	0.00	0.00	828.00	828.00	Payment Promised
Pelham Transportation Corporation	0.00	375.00	240.00	0.00	375.00	990.00	Making Payments
Debbie's Restaurant Ritz Gourmet Inc.	0.00	0.00	240.00	0.00	240.00	480.00	Payment Promised
ALEF Behavioral Group, LLC (DBA NC Wellne	0.00	0.00	0.00	0.00	240.00	240.00	
Piedmont Triad Charitable Foundation/ Wyn	0.00	0.00	0.00	0.00	240.00	240.00	
Tractor Supply Company	0.00	0.00	0.00	0.00	240.00	240.00	
Wray's Concrete	0.00	0.00	0.00	0.00	240.00	240.00	
CDI Logistics	0.00	0.00	0.00	0.00	195.00	195.00	
Downtown Dog House	0.00	0.00	0.00	0.00	175.01	175.01	Payment Promised
Elevated Environmental Corporation	0.00	0.00	0.00	43.75	175.00	218.75	
Days Inn by Wyndham Reidsville	0.00	175.00	0.00	0.00	175.00	350.00	
Dr. Margaret Bowen MD, PLLC	0.00	175.00	0.00	0.00	175.00	350.00	
1 of A Kind Auto Sales, LLC	0.00	0.00	0.00	0.00	175.00	175.00	
All About Smiles	0.00	0.00	0.00	0.00	175.00	175.00	
Arthur's Jewelry Inc	0.00	0.00	0.00	0.00	175.00	175.00	Payment Promised
Child Evangelism Fellowship of the Great	0.00	0.00	0.00	0.00	175.00	175.00	
Cricket Wireless	0.00	0.00	0.00	0.00	175.00	175.00	
Elizabeth's Pizza - Wentworth	0.00	0.00	0.00	0.00	175.00	175.00	
Inspire Nutrition	0.00	0.00	0.00	0.00	175.00	175.00	
MGA Marketing & Web Design	0.00	0.00	0.00	0.00	175.00	175.00	
Monroeton Golf Course, Inc.	0.00	0.00	0.00	0.00	175.00	175.00	DROP
Orion Photography	0.00	0.00	0.00	0.00	175.00	175.00	
Paychex	0.00	0.00	0.00	0.00	175.00	175.00	
PM Harrison Electric Company	0.00	0.00	0.00	0.00	175.00	175.00	
Reidsville Rotary Club	0.00	0.00	0.00	0.00	175.00	175.00	
RockATOP (Rockingham Apprenticeship and T	0.00	0.00	0.00	0.00	175.00	175.00	
Rockingham County Theater Group	0.00	0.00	0.00	0.00	175.00	175.00	Payment Promised
Rockingham Kidney Center	0.00	0.00	0.00	0.00	175.00	175.00	
Sanitary Cafe	0.00	0.00	0.00	0.00	175.00	175.00	
Sherwin Williams Co.	0.00	0.00	0.00	0.00	175.00	175.00	
Southern Spirits	0.00	0.00	0.00	0.00	175.00	175.00	
Terowa Fashion	0.00	0.00	0.00	0.00	175.00	175.00	

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The Law Office of Jason Wilson	0.00	0.00	0.00	0.00	175.00	175.00	
The Massage Spot	0.00	0.00	0.00	0.00	175.00	175.00	
Yellow Dog Properties, LLC	0.00	0.00	0.00	0.00	175.00	175.00	
ZenBusiness	0.00	0.00	0.00	0.00	175.00	175.00	
Schewels Home	0.00	0.00	0.00	0.00	147.50	147.50	
Through the Looking Glass Photography by	0.00	0.00	48.75	0.00	146.25	195.00	
The Collective Coffee and Bakery	0.00	43.75	0.00	0.00	87.50	131.25	
Kelly's Kitchen, LLC	0.00	0.00	43.75	0.00	75.00	118.75	Making Payments
CTT Productions, LLC	0.00	14.58	0.00	14.59	58.33	87.50	
Linda Lou's DBA Sandy Cross General Merch	0.00	0.00	0.00	43.75	43.75	87.50	DROP
Sip Coffee House	0.00	0.00	43.75	0.00	26.25	70.00	Making Payments
Alpha and Omega Telecom Group, Inc.	0.00	0.00	0.00	0.00	20.00	20.00	Payment Promised
Simply KJ's Boutique-Krystal Jordan	0.00	0.00	0.00	0.00	20.00	20.00	
Southeastern Data Comm, Inc.	0.00	0.00	0.00	0.00	20.00	20.00	
Eclectic Visions Art Co.	0.00	0.00	43.75	0.00	15.63	59.38	Making Payments
Gabriel E. Zeller, Attorney at Law	0.00	0.00	0.00	14.59	14.59	29.18	
Food Lion	0.00	0.00	0.00	670.00	0.00	670.00	
Domino's Pizza, Reidsville	0.00	0.00	0.00	240.00	0.00	240.00	
Graphic Solutions	0.00	0.00	0.00	195.00	0.00	195.00	
Gill's Inn & Suites	0.00	0.00	0.00	175.00	0.00	175.00	
Harvest Ridge Farm	0.00	0.00	0.00	175.00	0.00	175.00	Payment Promised
Reidsville Luckies Batting Academy	0.00	0.00	0.00	175.00	0.00	175.00	
Triad Outlaws	0.00	0.00	0.00	175.00	0.00	175.00	
Beau La Vie Event Venue	0.00	0.00	0.00	107.50	0.00	107.50	
B & G Glass	0.00	0.00	0.00	43.75	0.00	43.75	
Warrior Nutrition	0.00	0.00	0.00	43.75	0.00	43.75	
Amigo's Paint LLC	0.00	0.00	0.00	42.75	0.00	42.75	
Henniges Automotive	0.00	0.00	1,584.00	0.00	0.00	1,584.00	
Dr. Joe Adams DDS Caring Modern Dentistry	0.00	0.00	295.00	0.00	0.00	295.00	
CaterFest Inc.	0.00	0.00	175.00	0.00	0.00	175.00	
French's Corner Store	0.00	0.00	175.00	0.00	0.00	175.00	
HealthTeam Advantage	0.00	0.00	175.00	0.00	0.00	175.00	
Kona Ice of Rockingham	0.00	0.00	175.00	0.00	0.00	175.00	Trading services/invoices

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Slade Family Bakery	0.00	0.00	175.00	0.00	0.00	175.00	
WAKG FM/Piedmont Broadcasting	0.00	0.00	175.00	0.00	0.00	175.00	Trading services/invoices
Tinsley's School of Barbering	0.00	0.00	43.75	0.00	0.00	43.75	
Cutting Edge Tek	0.00	0.00	20.00	0.00	0.00	20.00	
Mission First	0.00	0.00	20.00	0.00	0.00	20.00	DROP
Slade Home Improvement	0.00	0.00	20.00	0.00	0.00	20.00	
Wright Rental Properties, LLC	0.00	0.00	20.00	0.00	0.00	20.00	
Workforce Unlimited, LLC	0.00	2,500.00	0.00	0.00	0.00	2,500.00	
Piedmont Occupational and Urgent Care	0.00	1,500.00	0.00	0.00	0.00	1,500.00	
Tri-State Steel	0.00	961.75	0.00	0.00	0.00	961.75	
Mary Kay Cosmetics Inc.-Irish Dickerson	0.00	350.00	0.00	0.00	0.00	350.00	
Impex Chevrolet Buick GMC	0.00	300.00	0.00	0.00	0.00	300.00	
Clayton Homes	0.00	240.00	0.00	0.00	0.00	240.00	
Cardinal Recycling, LLC	0.00	175.00	0.00	0.00	0.00	175.00	
Carmela's	0.00	175.00	0.00	0.00	0.00	175.00	
Fargis Insurance Service/ Erie Insurance	0.00	175.00	0.00	0.00	0.00	175.00	
Fine Arts Festival Association of Rocking	0.00	175.00	0.00	0.00	0.00	175.00	
Greensboro Swarm	0.00	175.00	0.00	0.00	0.00	175.00	
Hale Automotive, LLC	0.00	175.00	0.00	0.00	0.00	175.00	
Khan Law Firm	0.00	175.00	0.00	0.00	0.00	175.00	
Quality Diversified Services - C	0.00	175.00	0.00	0.00	0.00	175.00	
Reidsville Precision Machine, LLC	0.00	175.00	0.00	0.00	0.00	175.00	
The Flack Foundation	0.00	175.00	0.00	0.00	0.00	175.00	
The McInnis Clinic, PLLC	0.00	175.00	0.00	0.00	0.00	175.00	
Top Hat Cleaners	0.00	175.00	0.00	0.00	0.00	175.00	
TRC Staffing Services	0.00	175.00	0.00	0.00	0.00	175.00	
Wright Memorial Event Center	0.00	175.00	0.00	0.00	0.00	175.00	
Covington Wesleyan Church	0.00	85.00	0.00	0.00	0.00	85.00	
RE/MAX Realty Consultants-Frank Verdi	0.00	50.00	0.00	0.00	0.00	50.00	
Rise Up Professional Services	0.00	43.75	0.00	0.00	0.00	43.75	
Arnold Robertson	0.00	40.00	0.00	0.00	0.00	40.00	
GCRF Events and Custom Creations	0.00	34.75	0.00	0.00	0.00	34.75	
Royalty Health & Wellness, P.C.	0.00	26.25	0.00	0.00	0.00	26.25	

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Heafner Knives, LLC	0.00	20.00	0.00	0.00	0.00	20.00
Wright Whitetail Mineral	0.00	20.00	0.00	0.00	0.00	20.00
Reidsville Tigers	0.00	43.75	-0.01	0.00	0.00	43.74
TOTAL	<u>0.00</u>	<u>9,448.58</u>	<u>3,712.74</u>	<u>2,159.43</u>	<u>9,347.81</u>	<u>24,668.56</u>

President's Report May 2022

NC Family Forward Project:The Rockingham Partnership for Children presented their 5th Annual Eggs and Issues Event for the elected officials, centered around social and emotion learning. We missed a few of our officials and the Reidsville Area Foundation has set up a time for us to meet with Rep. Kyle Hall next week at his office in Raleigh to discuss our collective advocacy on family friendly practices for businesses, and the importance of addressing the healthcare gaps across the board but focused on healthy moms and children specifically.

Building Upgrades: I do plan to have small projects continue. One that was already approved by the board was a security system and cameras. We are still working with our vendors to get exactly what we want so that we can protect ourselves and our tenants. I hope to know more by the next meeting. We are also working with Matt Scarce and his company on installing LED lights in the Chamber that will save energy and be both a cost and time effective way to light the building. We currently have many problems with bad ballast and have to continue to replace lights and it is hard to find a vendor who is willing to come and do the physical work. We hope to have him present to the Executive Board in June.

Reidsville Night at the Grasshoppers: We sold over 300 tickets to this event, and post covid, I think it was amazing. However, due to the tornado warnings, and other things, it was not as well attended when the actual night came about. The folks who did come had a great time and we are looking forward to next time!

Annual Awards: This event was a huge success. Thank you to everyone who helped make it possible. We are thankful for this great group of leaders who are serving our community. If you missed this, please check out the video!

Reidsville News & Views Shows: We have begun recording shows again. We did three last month and have several slated for this month. We are pleased to offer this to the membership. Please let me know if you have any topic or interview ideas for this.

<u>UPCOMING EVENTS</u>	<u>UPCOMING RIBBON CUTTINGS</u>
June 2nd Downtown Fridays Market Square June 10, 2022, 6:00pm-8:30pm	Hendlee Home Care 1309-F Northup Street May 26, 2022, 12:00pm-1:00pm
June 5 th Coffee at 9am Reidsville Trading Post	Jack's Burgers 2009 South Scales Street Friday, June 10, 2022, 12:00pm-1:00pm
June 16 th Topics@12: Recruiting, Hiring & Retaining a Dream Team	Reidsville Primary Care 621 South Main Street, Suite 201 June 21, 2022, 12:00pm-1:00pm
Concert at Market Square June 25, 2022, 7:00pm-9:00pm	
<u>Next Board Meeting; June 22nd at 12pm</u>	