

Reidsville Chamber of Commerce Board of Directors Meeting March 22, 2023 140 S Scales Street

1. Call to Order Jessie Meador I Chairwoman

2. Invocation

3. Strategic Conversations (20 min)

Goal Setting: RECAP of Goals (Pg 2)

Special Guest Summer Woodard I City Manager

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 February Minutes (Pg. 3)
- 2. Approval of New Members and Dropped Members (Membership Report) (Pg. 4)
- 3. Member of the Month (Pg. 5)

REGULAR AGENDA

1. City of Reidsville Report Robin Yount I City of Reidsville

- 2. Executive Board Updates
 - a. Chairwoman's Comments
 - b. Budget Overview (Updated) (Pgs. 6-7)
 - c. Board Budget Report (Pgs. 8-9)
 - d. Financial Dashboard (Pg. 10)
 - e. AR Report (Pgs. 11-12)

Jessie Meador I Chairwoman

- 3. Committee Reports
 - a. Workforce Development
 - b. Annual Awards/Staff Appreciation/Ice Cream Social

Jennifer Lester I Business & Industry Liaison

Diane Sawyer I President & CEO

- 4. President's Report (Pg. 13)
 - a. Upcoming Events
 - i. Swarm Night
 - ii. Staff Appreciation
 - iii. Reidsville Night at the Grasshoppers
 - iv. Chamber Night at the Luckies
- 5. Announcements & Adjourn

Diane Sawyer I President & CEO



Reidsville Chamber of Commerce Board of Directors Meeting February 22, 2023 140 S Scales Street

Present: Jessie Meador, Jeff Garstka, Mara Caldwell, Jennifer Lester, Miranda Ashley, Geoffrey Haigler, Judy Neal, Sharron Galloway, Chad Blakley, Dylan Moore, Eden Combs, Donald Carter, Alonda Fuller, Robbie Citty

CONSENT AGENDA- Motion made, Seconded, Motion carried 12:01pm

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- 1. Approval of New Members and Dropped Members (Membership Reports) (Pg. 2-3)
- 2. Member of the Month (Pg. 4)

REGULAR AGENDA

Jeff Garstka I Economic Development Director, 1. City of Reidsville Report City of Reidsville 2. Executive Board Updates a. Chairwoman's Comments Jessie Meador I Chairwoman b. Budget & AR (Pgs.5-8)

- 3. Committee Reports
 - a. Workforce Development b. Casino Night Committee
- Jennifer Lester I Business & Industry Liaison Diane Sawyer I President & CEO

- 4. President's Report (Pg. 9)
 - a. Upcoming Events
 - i. Casino Night
 - ii. Swarm Night
 - iii. Staff Appreciation

Diane Sawyer I President & CEO

5. Announcements & Adjourn – Motion made, Seconded, Motion carried 1:21pm

Reidsville Chamber Goals for 2023

Goals presented and approved by the Reidsville Chamber of Commerce Board on Wednesday, February 24, 2023

- 1. Increase membership to 475 by December 31, 2024.
- 2. Host 2 after hours targeted towards our underrepresented population to increase and retain diverse membership participation by December 2023.
- 3. Review & Revise board requirements by July 31, 2023.
- 4. Increase Visitor Center inventory by 5 new items before September 30, 2023
- 5. Establish an online store for Visitor Center by December 2023.



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Diane Sawyer I President & CEO

5. Announcements & Adjourn – Motion made, Seconded, Motion carried 1:21pm

Marc	March 2023 - Membership Report							
Drop Members	Drop Members							
Company Shamrock Shredding Crazy Running	Joined 10/11/2012 9/14/2022	Membership Dues \$200.00 \$200.00	Last Payment Received	Reason Nonpayment Business Sold				
Total		\$400.00						
YTD Total		\$2,565.00						
New Members								
		Membership						
Company	Joined	Dues						
CrossFit Lucky City	2/23/2023	\$200.00						
Crutchfield Acres LLC Friends of Eden Animal Rescue	3/13/2023 2/27/2023	\$400.00 \$175.00						
GROVE VINEYARDS & WINERY	2/27/2023	\$40.00						
Hendlee CPR Safety Solutions LLC	3/1/2023	\$100.00						
Kiehl's Construction	3/7/2023	\$200.00						
Major Comeback Truck Edu	3/14/2023	\$200.00						
Metropolitan Milestones Therapy, P		\$200.00						
Tri-State Steel Retail Store	3/16/2023	\$40.00						
T. I. I		Å4 FFF 00		-				
Total		\$1,555.00						
YTD Total		\$3,475.00						

April Member of the Month

Wentworth Animal Hospital

Celebrating five years in business, Wentworth Animal Hospital is a full service, locally owned veterinary practice & animal emergency hospital for the dogs and cats of Rockingham County, North Carolina, providing high quality pet healthcare. Our facility also has Boarding and Bathing Services available for both cats and dogs. We are a locally owned animal hospital dedicated to serving you. Our goal is to provide high quality pet healthcare to the citizens of Rockingham County at an affordable price. Our qualified veterinarian and staff want to establish strong friendships with the clients we service, for an "at home atmosphere" each time you walk through our doors.

Reidsville Chamber of Commerce Profit & Loss Budget Overview January through December 2021

	Jan - Dec 21
Ordinary Income/Expense	
Income Revenues	
4030 · Rental Income	19,800.00
4010 · Membership Investments 4020 · New Member Investment	68,000.00 8,000.00
Total Revenues	95,800.00
4180 · Visitor Center	44,000.00
7000 · Division Income	,
4170 · Chamber Champion 4500 · Community Support	56,000.00 10,000.00
7020 · Staff Appreciation Luncheon 7020820 · Staff Appreciation Expenses 7020 · Staff Appreciation Luncheon - Ot	-3,000.00 3,000.00
Total 7020 · Staff Appreciation Luncheon	0.00
7040 · 7040-Ice cream Social 7040840 · 7040840-Ice Cream Social exp	-225.00
Total 7040 · 7040-lce cream Social	-225.00
7043 · Golf Tournament	
7043843 · Golf Tournament Expenses 7043 · Golf Tournament - Other	-6,000.00 15,000.00
Total 7043 · Golf Tournament	9,000.00
7045 · Seminar 7045845 · Seminar Expenses	-500.00
Total 7045 · Seminar	-500.00
7046 · Business Showcase	
7046846 · Business Showcase expenses 7046 · Business Showcase - Other	-8,500.00 12,000.00
Total 7046 · Business Showcase	3,500.00
7094 · Annual Meeting	500.00
Total 7000 · Division Income	78,275.00
Total Income	218,075.00
Gross Profit	218,075.00
Expense	
Insurance Expense (D&O) P.O Box Fee	900.00 194.00
5000 · Salaries and Benefits	104.00
5110 · Salaries	120,286.00
5117 · Reimbursed Expenses 5120 · Payroll Tax Expense	6,600.00 11,000.00
5120 · Payroll Tax Expense 5140 · Retirement Plan	3,000.00
5170 · Travel	500.00
5171 · Meals 5175 · Sales Commission	500.00 16,000.00
5180 · Worker's Compensation Insurance	527.00
5190 · Payroll Expenses	1,200.00
Total 5000 · Salaries and Benefits	159,613.00

Reidsville Chamber of Commerce Profit & Loss Budget Overview January through December 2021

	Jan - Dec 21
5200 · Occupancy Expenses	
5230 · EIDL Loan	3,024.00
5245 · Utilities	9,000.00
5210 · Rent	6,264.00
5240 · Telephone	3,800.00
5250 · Liability Insurance	2,000.00
5270 · Property Taxes	4,000.00
Total 5200 · Occupancy Expenses	28,088.00
5300 · Office Operations	
5310 · Office Supplies	1,000.00
5315 · Supplies-other	1,000.00
5320 · Postage	900.00
5325 · Office support services	2,500.00
5335 · Computer Expense	750.00
5370 · Lease and Service Contracts	2,950.00
5220 · Maintenance agreements	1,750.00
5340 · Dues and Subscriptions	1,750.00
5380 · Bank Service Charges	750.00
5800 · Contingencies	2,478.00
Total 5300 · Office Operations	15,828.00
5400 · Membership Development	
5410 · Ambassadors	500.00
5440 · Advertising	3,000.00
5450 · Luncheons & Meetings	1,000.00
5490 · Website Expense	4,452.00
5400 · Membership Development - Other	4,500.00
Total 5400 · Membership Development	13,452.00
Total Expense	218,075.00
Net Ordinary Income	0.00
Net Income	0.00

Reidsville Chamber of Commerce Profit & Loss Budget vs. Actual January through February 2023

<u> </u>	Jan - Feb 23	Budget	\$ Over Budget
dinary Income/Expense			
Income			
Revenues	7 224 54	E 000 00	2 224 54
4030 · Rental Income 4010 · Membership Investments	7,321.54 10,233.82	5,000.00 13,666.70	2,321.54 -3,432.88
4020 · New Member Investment	2,004.06	1,666.70	337.36
_	·		
Total Revenues	19,559.42	20,333.40	-773.9
4180 · Visitor Center			
4181 · Visitor Center Expenses	-4,669.99		
4180 · Visitor Center - Other	50.00	0.00	50.00
Total 4180 · Visitor Center	-4,619.99	0.00	-4,619.9
7051 · Grasshoppers Night Income			
7051851 · Grasshoppers Night Expen	-1,000.00		
Total 7051 · Grasshoppers Night Income	-1,000.00		
7052 · Greensboro Swarm Income			
7052851 · Greensboro Swarm Expens	-245.00		
7052 • Greensboro Swarm Income - O	1,511.67		
_	·		
Total 7052 · Greensboro Swarm Income	1,266.67		
7000 · Division Income			
7015 · RDC Fundraising Income			
7015815 · RDC Fundraising Expenses	-1,267.65		
7015 · RDC Fundraising Income - Ot	832.40		
Total 7015 · RDC Fundraising Income	-435.25		
7100 · Affinity Program Income	259.63		
4170 · Chamber Champion	947.67	1,000.00	-52.33
7045 · Seminar			
7045845 · Seminar Expenses	-81.87	-83.30	1.43
Total 7045 · Seminar	-81.87	-83.30	1.43
7046 · Business Showcase	250.00	0.00	250.00
7004 Appual Manting			
7094 · Annual Meeting 7094894 · Annual Meeting Expenses	2 204 10	2 000 00	-284.18
	-2,284.18 1.764.92	-2,000.00 2,000.00	-204.16 -235.08
7094 · Annual Meeting - Other			
Total 7094 · Annual Meeting	-519.26	0.00	-519.26
7095 · Copier & Printing services	15.00		
Total 7000 · Division Income	435.92	916.70	-480.7
Total Income	15,642.02	21,250.10	-5,608.0
ross Profit	15,642.02	21,250.10	-5,608.0
Expense			
5000 · Salaries and Benefits			
	22,502.83	22,283.08	219.75
5110 · Salaries	22,502.83	22,283.08	219.75

Reidsville Chamber of Commerce Profit & Loss Budget vs. Actual January through February 2023

_	Jan - Feb 23	Budget	\$ Over Budget
5117 · Reimbursed Expenses	1.400.00	1.400.00	0.00
5120 · Payroll Tax Expense	1,707.69	1,846.16	-138.47
5139 · Staff development & Training	3,839.05	•	
5140 · Retirement Plan	750.00	700.00	50.00
5160 · Staff Expenses	268.80		
5170 · Travel	250.00	250.00	0.00
5171 · Meals	34.50	83.30	-48.80
5175 · Sales Commission	1,561.83	3,000.00	-1,438.17
5180 · Worker's Compensation Insura	0.00	527.00	-527.00
5190 · Payroll Expenses	419.12	200.00	219.12
Total 5000 · Salaries and Benefits	32,733.82	30,289.54	2,444.28
5200 · Occupancy Expenses			
5230 · EIDL Loan	0.00	420.70	-420.70
5245 · Utilities	2,711.60	1,500.00	1,211.60
5210 · Rent	0.00	1,044.00	-1,044.00
5240 · Telephone	686.80	700.00	-13.20
5250 · Liability Insurance	0.00	666.70	-666.70
5270 · Property Taxes	4,012.67	666.70	3,345.97
Total 5200 · Occupancy Expenses	7,411.07	4,998.10	2,412.97
5300 · Office Operations			
5310 · Office Supplies	258.20	125.00	133.20
5315 · Supplies-other	240.07	125.00	115.07
5320 · Postage	100.22	150.00	-49.78
5325 · Office support services	205.00	416.70	-211.70
5330 · Professional Services	96.30		
5335 · Computer Expense	0.00	125.00	-125.00
5370 · Lease and Service Contracts	549.52	491.70	57.82
5220 · Maintenance agreements	130.39	291.70	-161.31
5340 · Dues and Subscriptions	74.02	291.70	-217.68
5380 · Bank Service Charges	149.00	71.00	78.00
5390 · Interest	412.15		
Total 5300 · Office Operations	2,214.87	2,087.80	127.07
5400 · Membership Development			
5410 · Ambassadors	0.00	83.30	-83.30
5440 · Advertising	450.00	500.00	-50.00
5450 · Luncheons & Meetings	265.01	166.70	98.31
5490 · Website Expense	766.66	750.00	16.66
5400 Membership Development - Ot	382.32	500.00	-117.68
Total 5400 · Membership Development	1,863.99	2,000.00	-136.01
Total Expense	44,223.75	39,375.44	4,848.31
Net Ordinary Income	-28,581.73	-18,125.34	-10,456.39
Net Income	-28,581.73	-18,125.34	-10,456.39
			

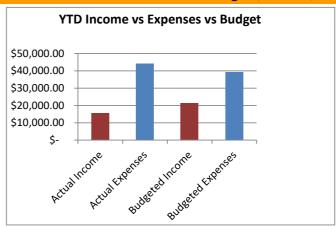
Notes

Snapshot		(Chamber) Actuals
Cash on Hand	Account Balances (See Below)	\$47,199.03
EIDL Loan Balance		
Mortgage Balance	As of June 8, 2022	\$70,755.37
A/R Aging	1-30 Days	\$980.00
	<30 Days	\$1,983.33
	<60 Days	\$3,489.48
	<90 Days	\$1,582.08

Account Balances

Account			Mar-23		Change	
Checking (FNB)	\$	47,670.13	\$	47,096.13	\$	(574.00)
Petty Cash	\$	102.90	\$	102.90	\$	-

Actual vs. Budget (YTD 2023)



Upcoming/Current Event - Casino Night

	_	Projected	Actual To Date		
Sponsorship		4250			
Tickets Sold		100	51		
Revenue	\$	7,500.00	\$ -		
Expenses	\$	2,500.00	\$ -		

Recent Events - Swarm

	Projected	Actual	Notes
Tickets Sold	50	70	
Attendance			
Revenue			
Expenses		•	Net Revenue:

Monthly - Budget vs Actual (May 2022)



Items of Note

Revenue & Expenses (February 2023)	

Income	Expenses	Net	1) Casino Night Numbers are still being finalized
\$ 7,001.74	\$ 21,897.12	\$ (14,895.38)	2)Swarm Night Tickets will be final before next meeting

- 3) Paid a bill from 2022 for staff development in January (variance in expenses)
- 4) Rental Agreement from a tenant paid in full for 2023 (variance in income)

Company Name	1 to 30	31 to 60	61 to 90	91 to 120	> 120	Total
Quality Diversified Services	\$0.00	\$0.00	\$0.00		\$2,500.00	\$2,500.00
Rockingham County Theater Group	\$0.00	\$0.00	\$0.00		\$350.00	\$350.00
Wray's Concrete	\$0.00	\$0.00	\$0.00	\$240.00	\$240.00	\$480.00
RE/MAX Realty Consultants-Frank Verdi	\$0.00	\$0.00	\$0.00	•	\$225.00	\$225.00
Reidsville Trading Post	\$187.50	\$0.00	\$175.00	•	\$187.50	\$737.50
Southern Spirits	\$0.00	\$0.00	\$0.00		\$175.00	\$350.00
The Collective Coffee and Bakery	\$50.00	\$0.00	\$0.00		\$175.00	\$268.75
PM Harrison Electric Company	\$200.00	\$0.00	\$0.00	•	\$175.00	\$375.00
Reidsville Rotary Club	\$175.00	\$0.00	\$0.00	•	\$175.00	\$350.00
All About Smiles	\$0.00	\$0.00	\$0.00		\$175.00	\$175.00
Belmont Small Animal Hospital	\$0.00	\$0.00	\$0.00		\$175.00	\$175.00
Care First Pharmacy	\$0.00	\$0.00	\$0.00		\$175.00	\$175.00
CaterFest Inc.	\$0.00	\$0.00	\$0.00		\$175.00	\$175.00
Coates Collectibles and Antiques	\$0.00	\$0.00	\$0.00		\$175.00	\$175.00
•	\$0.00	\$0.00	\$0.00		\$175.00	\$175.00
Crave Nutrition Crazy Running	\$0.00	\$0.00	\$0.00		\$175.00	\$175.00
Fargis Insurance Service/ Erie Insurance	\$0.00	\$0.00	\$0.00		\$175.00	\$175.00
National Federation of the Blind	\$0.00	\$0.00	\$0.00		\$175.00	\$175.00
Reidsville Downtown Corporation	\$0.00	\$0.00	\$0.00		\$175.00	\$175.00
Strader Insurance and Financial Services, LLC	\$0.00	\$0.00	\$0.00		\$175.00	\$175.00
Warrior Nutrition	\$0.00	\$0.00	\$87.50		\$131.25	\$312.50
Reidsville Christian Church	\$0.00	\$0.00	\$0.00		\$85.00	\$85.00
Rise Up Professional Services	\$50.00	\$0.00	\$0.00		\$43.75	\$137.50
Sip Coffee House	\$0.00	\$50.00	\$0.00	•	\$43.75	\$93.75
Alpha and Omega Telecom Group, Inc.	\$0.00	\$0.00	\$0.00		\$40.00	\$40.00
Southeastern Data Comm, Inc.	\$0.00	\$0.00	\$0.00		\$40.00	\$40.00
Tinsley's School of Barbering	\$0.00	\$50.00	\$0.00		\$31.25	\$81.25
Mumbo Jumbo Imports	\$22.08	\$22.08	\$20.00		\$20.00	\$126.25
Cafe 99	\$0.00	\$0.00	\$0.00		\$20.00	\$20.00
Clean Solutions	\$0.00	\$0.00	\$0.00	•	\$20.00	\$20.00
Go Far Travels - Madonna Setliff	\$0.00	\$0.00	\$0.00		\$20.00	\$20.00
Brown Entertainment LLC/The Reidsville Showcase Theater	\$0.00	\$200.00	\$0.00		\$0.00	\$450.00
Old North State League Inc.	\$0.00	\$0.00	\$0.00	-	\$0.00	\$175.00
River Lake Homes, LLC	\$0.00	\$0.00	\$0.00		\$0.00	\$175.00
Seth M. Woodall & Associates, PLLC	\$0.00	\$0.00	\$0.00		\$0.00	\$175.00
GCRF Events and Custom Creations	\$50.00	\$0.00	\$0.00		\$0.00	\$93.75
Impex Chevrolet, Buick, GMC	\$35.42	\$0.00	\$33.33		\$0.00	\$137.50
Annie's Corner Gift Shop - Annie Penn Auxiliary	\$0.00	\$0.00	\$0.00		\$0.00	\$20.00
Piedmont Natural Gas	\$0.00	\$0.00	\$400.00		\$0.00	\$400.00
	\$0.00	\$0.00	\$350.00	•	\$0.00	\$350.00
Martin Marietta Aggregates Pizza Hut of Reidsville	\$0.00	\$0.00	\$350.00	•	\$0.00	\$350.00
	\$0.00	\$0.00	\$350.00		\$0.00	\$350.00
Truist	\$0.00	\$0.00			\$0.00	
Belk			\$295.00			\$295.00
Hicks Insurance Group	\$0.00	\$0.00	\$175.00 \$175.00		\$0.00	\$175.00 \$175.00
MGA Marketing & Web Design	\$0.00	\$0.00	\$175.00 \$175.00		\$0.00	\$175.00
OpulenceMD Beauty	\$0.00 \$0.00	\$0.00	\$175.00		\$0.00	\$175.00
	40100	\$0.00	\$175.00	\$0.00	\$0.00	\$175.00
Pennrose Park Country Club						
Pennrose Park Country Club Sherwin Williams Co. TMS Digital	\$0.00 \$0.00 \$0.00	\$0.00 \$0.00	\$175.00 \$175.00	\$0.00	\$0.00 \$0.00	\$175.00 \$175.00

Woodforest National Bank	\$0.00	\$0.00	\$175.00	\$0.00	\$0.00	\$175.00
ZenBusiness	\$0.00	\$0.00	\$175.00	\$0.00	\$0.00	\$175.00
Royalty Adult & Pediatric Home Care	\$30.00	\$30.00	\$26.25	\$0.00	\$0.00	\$116.25
Love Sales, Inc.	\$0.00	\$0.00	\$2.40	\$0.00	\$0.00	\$2.40
PG's Chicken & Biscuits	\$0.00	\$265.00	\$0.00	\$0.00	\$0.00	\$265.00
ATC Staffing Solutions	\$0.00	\$200.00	\$0.00	\$0.00	\$0.00	\$200.00
Dex Imaging	\$0.00	\$200.00	\$0.00	\$0.00	\$0.00	\$200.00
Reidsville Event Center	\$0.00	\$200.00	\$0.00	\$0.00	\$0.00	\$200.00
RockinghamNow	\$0.00	\$200.00	\$0.00	\$0.00	\$0.00	\$200.00
Southeastern Orthopaedic Specialists	\$0.00	\$200.00	\$0.00	\$0.00	\$0.00	\$200.00
Tech Authority, LLC	\$0.00	\$200.00	\$0.00	\$0.00	\$0.00	\$200.00
Kennedy Disability Services	\$0.00	\$75.00	\$0.00	\$0.00	\$0.00	\$125.00
Through the Looking Glass Photography by Alice	\$0.00	\$47.50	\$0.00	\$0.00	\$0.00	\$47.50
Scales Street Music	\$0.00	\$43.75	\$0.00	\$0.00	\$0.00	\$43.75

\$800.00 \$1,983.33 \$3,489.48 \$1,582.08 \$6,622.50 \$14,708.65

President's Report March 2023

Board Updates: I am very excited to say that we set goals at the last meeting and we all in agreement. We are moving forward with those goals and creating action plans around them via the committees.

<u>City Franchisee Event Series:</u> This is a three-part series that is shaping up nicely. The event dates are May 18th at the Penn House, June 15th and Thursday September 21st. The first event will be a panel discussion and we will have more details to share by the next meeting.

<u>Leadership Rockingham:</u> This program is going to release applications in the Spring and the program will start back this fall in September. Please be thinking about anyone that you may want to recommend the program to. We need 16 to 18 participants for a successful class.

<u>Casino Night:</u> Casino Night was huge success! We are excited to bring that final number to you by the next meeting. It did as well as normal, so that is great news!

<u>Topics @ Twelve:</u> We are still looking for Topics to add but upcoming events will include active shooter training, CPR training, etc.

UPCOMING EVENTS

Reidsville Night with the Greensboro Swarm March 24, 2023

Topics at 12-NCEOC Succession Planning: A
Deeper Dive
March 28, 2023, 12:00pm-1:00pm
Reidsville Chamber (lunch provided)

Topics at 12-CPR Workshop April 20, 2023, 12:00pm-1:00pm Reidsville Chamber

Staff Appreciation
April 26, 2023, 11:00am-2:00pm
Location TBD

Reidsville Night-Greensboro Grasshoppers May 12, 2023, 5:00pm

Chamber Night-Reidsville Luckies May 20, 2023, 4:00pm

Next Board Meeting: May 24th, 2023

UPCOMING RIBBON CUTTINGS

Crossfit Lucky City March 27, 2023, 12:00 noon 211 South Scales Street

Help Inc., Family One Justice Center-Countywide March 31, 2023, 11:00am-1:00pm 317 Cherokee Camp Road - Wentworth

Tri State Steel Retail Store April 12, 2023, 9:00am 2513 Richardson Drive

Farm Bureau
April 21, 2023, 12:00 noon
Staff Appreciation to follow
1917 Freeway Drive

City Storage April 25, 2023, 12:00 1623 Way Street

Destination Magazine May 16, 2023, 9:00am Reidsville Chamber

APRIL COFFEE AND CONNECTIONS WILL BE HOSTED BY WORKFORCE UNLIMITED, APRIL 6, 2023, REIDSVILLE CHAMBER OFFICE, 9:00am-10:00am. Hope to see everyone there!!