



**Reidsville Chamber of Commerce
Board of Directors Meeting
May 24, 2023
140 S Scales Street**

-
- | | |
|-------------------------------------|--|
| 1. Call to Order | Jessie Meador Chairwoman |
| 2. Invocation | |
| 3. Strategic Conversations (20 min) | Goal Setting: RECAP of Goals (Pg 2)
Special Guest Abner Bullins Register of Deeds |

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 New Members and Dropped Members (Membership Report) (Pg. 3)
2. Member of the Month (Pg. 4)

REGULAR AGENDA

- | | |
|--|---|
| 1. City of Reidsville Report | Robin Yount City of Reidsville |
| 2. Executive Board Updates | |
| a. Chairwoman's Comments | Jessie Meador Chairwoman |
| b. Board Budget Report (Pgs. 5-6) | |
| c. Financial Dashboard (Pg.7) | |
| 3. Committee Reports | |
| a. Workforce Development | Jennifer Lester Business & Industry Liaison |
| b. Annual Awards/Staff Appreciation/Ice Cream Social | Diane Sawyer President & CEO |
| 4. President's Report (Pg.8) | Diane Sawyer President & CEO |
| a. Upcoming Events | |
| i. Learn WHY to Place Your Bet on Reidsville | |
| ii. Ice Cream Social | |
| iii. Golf Tournament | |
| iv. Business Showcase | |
| 5. Announcements & Adjourn | |

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.

May 2023 - Membership Report

Drop Members				
Company	Joined	Membership Dues	Last Payment Received	Reason
PM Harrison Electric Co	3/6/2020	\$175.00	10/25/2021	Member Request
The Collective Coffee & Bakery	9/23/2021	\$175.00	10/1/2021	Nonpayment
Belk	4/18/2006	\$295.00	3/10/2022	Corporate
Southern Spirits	12/14/2020	\$175.00	3/5/2021	Nonpayment
Total		\$820.00		
YTD Total		\$3,385.00		
New Members				
Company	Joined	Membership Dues		
Caring Hands Home Health	4/1/2023	\$200.00		
Jacob's Detailing	4/14/2023	\$200.00		
Metropolitan Milestones Therapy, PLLC	3/20/2023	\$200.00		
Wentworth PTA Ball Program	4/25/2023	\$175.00		
Total		\$775.00		
YTD Total		\$4,250.00		

Member of the Month: June Jennifer Marie Warren, LMBT

Jennifer Warren has been practicing massage therapy in Reidsville for more than a decade. She is an amazing massage therapist and has so many clients that she is no longer accepting new clients! Jennifer does value the community and gives special attention to detail, taking care of her clients and treating those who are teachers and healthcare workers especially well. She gives back to the community often through gift baskets and door prizes, sponsoring events at the Chamber and referring folks to other local businesses. We are proud of her and happy to be nominating her as member of the month.

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

	Jan - Apr 23	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
7057 · Caswell RDF			
7057851 · Exepnses Caswell RDF	-109.65		
Total 7057 · Caswell RDF	-109.65		
7055 · Reidsville Luckies Night Income	15.00		
Revenues			
4030 · Rental Income	11,843.93	10,000.00	1,843.93
4010 · Membership Investments	22,363.74	27,333.36	-4,969.62
4020 · New Member Investment	3,915.74	3,333.36	582.38
Total Revenues	38,123.41	40,666.72	-2,543.31
4180 · Visitor Center			
4181 · Visitor Center Expenses	-5,713.87		
4180 · Visitor Center - Other	114.00	0.00	114.00
Total 4180 · Visitor Center	-5,599.87	0.00	-5,599.87
7051 · Grasshoppers Night Income			
7051851 · Grasshoppers Night Expenses	-1,000.00		
7051 · Grasshoppers Night Income - Other	2,345.52		
Total 7051 · Grasshoppers Night Income	1,345.52		
7052 · Greensboro Swarm Income			
7052851 · Greensboro Swarm Expenses	-1,310.08		
7052 · Greensboro Swarm Income - Other	2,209.30		
Total 7052 · Greensboro Swarm Income	899.22		
7000 · Division Income			
7057 Caswell RDF Income	100.00		
7057 Caswell RDF Income	100.00		
7057 Caswell RDF Income	100.00		
7057 Caswell RDF Income	155.00		
7057 Caswell RDF Income	210.00		
7057 Caswell RDF Income	100.00		
7015 · RDC Fundraising Income			
7015815 · RDC Fundraising Expenses	-7,759.79		
7015 · RDC Fundraising Income - Other	12,531.64		
Total 7015 · RDC Fundraising Income	4,771.85		
7100 · Affinity Program Income	318.45		
4170 · Chamber Champion	10,364.34	9,500.00	864.34
7020 · Staff Appreciation Luncheon			
7020820 · Staff Appreciation Expenses	-64.01	-3,000.00	2,935.99
7020 · Staff Appreciation Luncheon - O...	118.99	3,000.00	-2,881.01
Total 7020 · Staff Appreciation Luncheon	54.98	0.00	54.98
7040 · 7040-Ice cream Social	500.00	0.00	500.00
7045 · Seminar			
7045845 · Seminar Expenses	-187.36	-166.64	-20.72
Total 7045 · Seminar	-187.36	-166.64	-20.72
7046 · Business Showcase	500.00	0.00	500.00
7094 · Annual Meeting			
7094894 · Annual Meeting Expenses	-2,588.66	-2,000.00	-588.66
7094 · Annual Meeting - Other	2,048.92	2,000.00	48.92
Total 7094 · Annual Meeting	-539.74	0.00	-539.74

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

	Jan - Apr 23	Budget	\$ Over Budget
7095 · Copier & Printing services	87.55		
Total 7000 · Division Income	16,635.07	9,333.36	7,301.71
Total Income	51,308.70	50,000.08	1,308.62
Gross Profit	51,308.70	50,000.08	1,308.62
Expense			
66910 · Bank Service Charges	111.00		
5000 · Salaries and Benefits			
5110 · Salaries	45,485.51	44,566.16	919.35
5117 · Reimbursed Expenses	2,800.00	2,800.00	0.00
5120 · Payroll Tax Expense	3,452.39	3,692.32	-239.93
5139 · Staff development & Training	4,437.99		
5140 · Retirement Plan	1,500.00	1,400.00	100.00
5160 · Staff Expenses	493.80		
5170 · Travel	500.00	500.00	0.00
5171 · Meals	63.12	166.64	-103.52
5175 · Sales Commission	4,081.83	6,000.00	-1,918.17
5180 · Worker's Compensation Insurance	115.00	527.00	-412.00
5190 · Payroll Expenses	678.53	400.00	278.53
Total 5000 · Salaries and Benefits	63,608.17	60,052.12	3,556.05
5200 · Occupancy Expenses			
5230 · EIDL Loan	0.00	841.36	-841.36
5245 · Utilities	3,658.68	3,000.00	658.68
5210 · Rent	0.00	2,088.00	-2,088.00
5240 · Telephone	1,438.53	1,400.00	38.53
5250 · Liability Insurance	692.50	1,333.36	-640.86
5270 · Property Taxes	4,012.67	1,333.36	2,679.31
Total 5200 · Occupancy Expenses	9,802.38	9,996.08	-193.70
5300 · Office Operations			
5310 · Office Supplies	394.24	250.00	144.24
5315 · Supplies-other	287.08	250.00	37.08
5320 · Postage	368.64	300.00	68.64
5325 · Office support services	278.00	833.36	-555.36
5330 · Professional Services	288.90		
5335 · Computer Expense	0.00	250.00	-250.00
5370 · Lease and Service Contracts	1,172.63	983.36	189.27
5220 · Maintenance agreements	195.73	583.36	-387.63
5340 · Dues and Subscriptions	788.18	583.36	204.82
5380 · Bank Service Charges	124.00	142.00	-18.00
5390 · Interest	800.63		
Total 5300 · Office Operations	4,698.03	4,175.44	522.59
5400 · Membership Development			
5410 · Ambassadors	227.11	166.64	60.47
5440 · Advertising	600.00	1,000.00	-400.00
5450 · Luncheons & Meetings	447.74	333.36	114.38
5490 · Website Expense	1,633.32	1,500.00	133.32
5400 · Membership Development - Other	1,149.04	1,000.00	149.04
Total 5400 · Membership Development	4,057.21	4,000.00	57.21
Total Expense	82,276.79	78,223.64	4,053.15
Net Ordinary Income	-30,968.09	-28,223.56	-2,744.53
Net Income	-30,968.09	-28,223.56	-2,744.53

Reidville Chamber of Commerce - FINANCIAL DASHBOARD

Data as of:
5/24/2023

Snapshot		(Chamber) Actuals
Cash on Hand	Account Balances (See Below)	\$39,137.43
EIDL Loan Balance		
Mortgage Balance	3/21/2023	\$67,584.56
A/R Aging	1-30 Days	
	<30 Days	
	<60 Days	
	<90 Days	

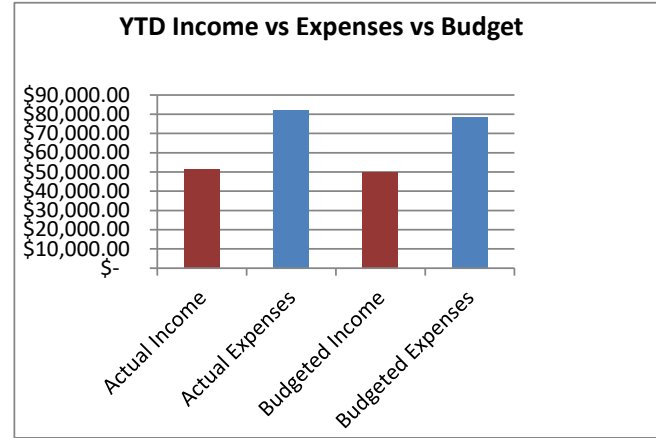
Account Balances			
Account	May-23	May-23	Change
Checking (FNB)	\$ 47,670.13	\$ 39,034.53	\$ (8,635.60)
Petty Cash	\$ 102.90	\$ 102.90	\$ -

Upcoming/Current Event -			
	Projected	Actual To Date	Notes
Sponsorship			
Tickets Sold			
Revenue		\$ -	
Expenses		\$ -	

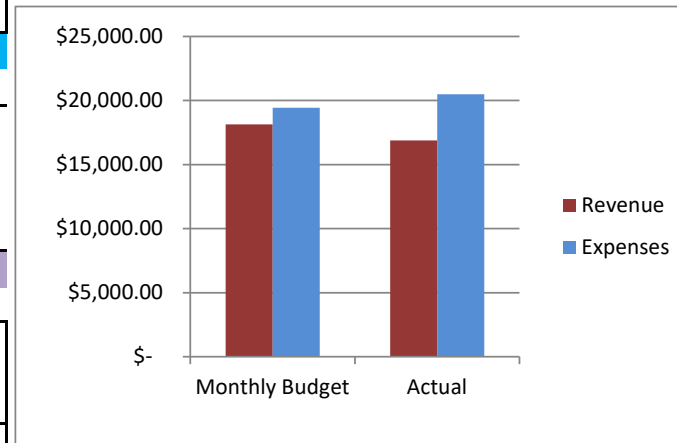
Recent Events -			
	Projected	Actual	Notes
Tickets Sold			
Attendance			
Revenue			
Expenses			Net Revenue:

Revenue & Expenses		
Income	Expenses	Net
		\$ -

Actual vs. Budget (YTD 2023)



Monthly - Budget vs Actual (May 2022)



Items of Note

President's Report May 2023

City Franchisee Event Series: We are very pleased with the turnout from the first event. We had about 75 people in total. We are being interviewed by WGHP Fox 8 with Bob Buckley today and we have had two articles in the Triad Business Journal. We are pleased with the buzz that it has created and are hopeful about the prospects that are going to turn out of doing this event series with the City of Reidsville. The next event date is June 15th followed by Thursday September 21st.

Leadership Rockingham: The applications are open! 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.

Staff Appreciation: This event was an amazing day by the Lake! We had a great turnout of vendors and were able to have folks come and network with each other in a relaxing setting while people were "appreciated". It was a good event, and the committee needs to debrief to discuss thoughts about moving forward.

Reidsville Night at the Grasshoppers: We had 300 people come out to the game. I am pleased to announce that we are more than halfway back to our largest crowd before the pandemic. We had a great night out and people seemed to really enjoy the game.

Reidsville Night at the Luckies: We had about 70 people come out to the game. They had over 400 folks come out to the ballpark this weekend. We are pleased to be partnering with the collegiate wood bat team as a part of the Old North State League. This is a great opportunity for our community. There are 19 more home games left this season, make sure you get out to one of them!

UPCOMING EVENTS

First Friday Block Party

June 2, 2023

Market Square

City Franchise Event 2nd Series Why Reidsville?

June 15, 2023, 11:00am-3:30pm

Pennrose Park Country Club

Concert on the Square with Envision

June 17, 2023

Leadership Rockingham

Applications due by 7/14/23

Program Begins September 13, 2023

Reidsville Chamber Ice Cream Social

July 13, 2023, 4:00pm

Chamber of Commerce Office

Next Board Meeting: June 28th, 2023

UPCOMING RIBBON CUTTINGS

JT's Yogurt and Bake Shoppe

May 26, 2023, 12:00noon

1428 Freeway Drive

SKAT Bus Shelter

May 31, 2023, 12:00 noon

Reidsville Library Location

Wezzy's Bakery

July 31, 2023, 12:00 noon

Reidsville Chamber of Commerce

JUNE COFFEE AND CONNECTIONS WILL BE HOSTED BY JT'S YOGURT AND COFFEE SHOP and REIDSVILLE FITNESS CENTER, June 1, 2023, 1428 Freeway Drive, 9:00am-10:00am. LOOKING FORWARD TO SEEING EVERYONE!!!