

**Round Top Area Chamber of Commerce
Board of Directors Meeting
August 13, 2020**

CALL TO ORDER: 9:00 am

In attendance: Brenda Bartley (Audio), Ty Clark, Derrick Jernigan, John Lowery, Sarah O'Brien, Jon Perez, Tiffany Reid, Kelli Sanford, Julie Wantland; Mark Massey was in attendance representing Round Top Town Council.

Regrets:

John welcomed all members, especially those attending for the first time. He highlighted the importance of working together and encouraged members to actively share social media postings.

REVIEW OF MINUTES: Minutes of the July meeting were reviewed. Jon moved that the minutes be approved as presented. Sarah seconded and the motion passed unanimously.

FINANCIALS:

Tiffany presented the July Financial Report. Income in July is from Raffle ticket sales (\$4,750) and some new members dues (\$1000). We are keeping expenses to a minimum. There will be a \$11,700 transfer from HOT savings into the operating account in August. 2Q2020 HOT funds (\$3,718) were received from the Town of Round Top – down significantly due to cancellation of the spring show.

There are still about \$8,000 in aged accounts receivables resulting from unpaid 2020 dues. The unpaid members will be removed from the website.

The Raffle is an important activity to bridge our income shortfall. Sarah suggested that a re-vamped membership rate structure might generate new income. Another suggestion was to ask lodging members to offer/solicit voluntary donations (e.g., Friends of RT). We have just over \$15,000 in the bank and can operate until end of October. If all raffle tickets are sold, we can operate through November, when Wine Fest income should be received.

Sarah moved that the financial report be approved as presented. Derek seconded and the motion passed unanimously.

CHAMBER PRESIDENT UPDATE AND COVID-19 UPDATES:

The Summer Sale event is scheduled for August 20-23. (Great idea floated by Ty last month). Per the Mayor, only permanent vendors, no tents. Design at Work is doing graphics and promotion. A full e-mail blast will come shortly. Members should send their Summer Sale information to roundtop@designatwork.com and are asked to actively share on their social media. John previewed plans for 2021 and indicated that we hopefully will have a special event in each month.

Mark Massey shared that discussions are underway to consider making the Antique Fair move to late October permanent, looking for the cooler weather.

Raffle – John asked all members to sell or buy the tickets. Prizes are \$1,000 \$500 \$150 gift cards and other donated prizes.

COMMITTEE REPORTS:

I DO ROUND TOP – This event has been moved to Valentines Day, February 14, 2021. It will be a multi-day event to encourage overnight stays. It will be led by Derrick Jernigan.

Wine Fest – Tiffany Reid, to be held Nov 6-8. Town Council is supportive but concerned about crowd control inside the shops. Discussions continue. It may be necessary to move the serving outside. Sarah highlighted the need for the Chamber to help with resources to make sure wine is served safely. This is an important fundraiser for the Chamber and hopefully a boon for lodging and retail. John encouraged lodging members to create a Wine Fest package. We are looking at selling tickets directly to overcome the cash flow delays encountered using an event management service. Kelli highlighted the benefits to participating members – visibility on wine trail map, increased traffic, etc.

Christmas in RT – Ty plans to kick off his planning group next week. He has the playbook. Julie commented that the event, as held last year, was a lot of effort. While we did avoid losing money on the event, it made just over \$1,000. Given the current times, she suggested we look at simplifying the event. County officials are not approving “dances” at this time, so a street dance may not be possible. Perhaps just let the parade happen “organically”, as businesses and individuals want to participate.

Round Top Sesquicentennial - The Town Council has decided to postpone the event until May 8, 2021 – which technically will still be within the 150th year.

Adopt-a-Highway: No activity to report.

Membership: No activity to report.

NEW BUSINESS:

- John welcomed our new director, Kaci VanCoutren, who has agreed to serve the remaining time of J.B. Royer’s term.
- New Shop and Savor map is under development to reflect changes in retail shops
- Julie reported that the Round Top Family Library is proceeding with plans for the Sept 12th fundraiser. The event will be held outdoors with a drive-thru available. Information can be found at www.ilovetoread.org
- Katie Stanihova (Round Top Register) reported that meetings discussing plans for the Fall show are underway with the county judge, our state representative, and Town Council. All are supportive and cautiously optimistic that it won’t be cancelled again. They are working the development of venue safety protocols. Pop-ups do have to be approved by the county.
- The booklet produced by Sally Reynolds for the Round Top Sesquicentennial (Round Top Next Stop) is excellent!!! Great stories and pictures. Kelli encouraged members to pick up some copies at the Chamber office so their guests and customers can see it.
- Stone Cellar gets to reopen tonight – with a focus on outside activity.
- John encouraged Chamber members to volunteer on the committees.

MOTION TO ADJOURN: By Julie at 10:02 am and seconded by Jon.

Submitted by: _____ Julie Wantland, Secretary