

**Round Top Area Chamber of Commerce
Board of Directors Meeting
December 17, 2020**

CALL TO ORDER: 9:00 am

In attendance: Brenda Bartley (Audio), Ty Clark (Audio), Derrick Jernigan (Audio), John Lowery, Jennifer Meaders, Sarah O'Brien (Audio), Jon Perez, Tiffany Reid, Kelli Sanford, Katie Stavinoha, Kaci VanCoutren, Julie Wantland;

CHAMBER MEMBERSHIP VOTE RESULTS: Two items were on the recent electronic ballot:

- **Review of proposed by-law changes:** Julie summarized the nature of the changes. Some were driven by a desire to ensure that the way we are operating (e.g., meetings, officer roles) is in a manner consistent with the by-laws. Others resulted from a review of current "best practice" content with the objective to keep current with industry practices. The existing by-laws, the proposed updated by-laws, and a description, section -by-section, of the changes had been posted for membership review. Forty-six members voted and the by-law changes were approved by a vote of 42 to 4.
- **Election of new Directors:** There are two positions opening on the Board as a result of the end of terms for John Lowery and Julie Wantland. Two individuals were nominated – Jennifer Meaders and Katie Stavinoha. Both were elected by a large majority.

INSTALLATION OF NEW DIRECTORS: John asked Katie and Jennifer to introduce themselves to the Board and members in attendance. He then welcomed them to the Board. Other Board members expressed appreciation to John and Julie for their service. Julie recognized the significant contribution of John and his Design at Work firm in the establishment and growth in the branding and promotion for Round Top as a year-round destination.

REVIEW OF MINUTES: Minutes of the November meeting were reviewed. Katie moved that the minutes be approved as presented. Tiffany seconded and the motion passed unanimously.

FINANCIALS: The October and November Financial Reports were presented by Tiffany. She reported that all transactions were posted through the prior day and that all bank statements had been reconciled. As a result of a successful Wine Fest, we will be solvent through year-end. We have approximately \$2,500 in the checking account and \$10,000 in the savings account. Expenditures that qualify for HOT funding far exceed the HOT funds received this year due to the pandemic. Receipt of 3Q20 HOT funds from the Town of Round Top is still pending; Tiffany is following up with the Town office. Both financial reports were approved with a motion from Jon, seconded by Jennifer.

REVIEW OF THE PROPOSED 2021 BUDGET: Tiffany presented the proposed 2021 budget. It uses conservative assumptions with respect to membership income and HOT funding. It maintains expenses at the minimum level we are currently seeing. It assumes Wine Fest as the main fundraiser and 2 additional smaller fundraisers. With these assumptions, it projects an \$11,600 operating deficit. Sarah expressed a desire to see a budget closer to breakeven, but indicated she understands the constraints we are facing. If we are able to conduct I Do Round Top later in the year, we would mitigate the deficit. Sarah made a motion to accept the budget as presented. Katie seconded and the motion passed unanimously.

CHAMBER PRESIDENT UPDATE: John offered some remarks as he leaves the office of President, encouraging the Chamber to maintain its focus on promoting Round Top as a year-round destination.

TOWN COUNCIL MEETING REPORT: Tiffany reported that the Chamber provided a report, in last week's Town Council meeting, on the process used to select new Chamber Directors and the process used to select officers each year. Keith Sharp, the Council's liaison to the Chamber was in attendance and clarified that the Council just wanted to better understand the Chamber's processes. He indicated that the Council would like to be more proactive in their interface with the Chamber and perhaps would consider a joint committee to work areas of common interest. Keith will continue in his liaison role.

SELECTION OF NEW OFFICERS: Julie presented the proposed slate of 2021 Round Top Area Chamber of Commerce Officers. Each position has one individual who would like to serve, so no voting was necessary. The 2021 Officers will be: President – Tiffany Reid, Vice President – Ty Clark, Secretary – Sarah O'Brien, and Treasurer – Jennifer Meaders.

CHAMBER MASTER SOFTWARE DECISION: Sarah, Tiffany, and Kelli recommended that the Chamber proceed with the licensing of Chamber Master software to improve the efficiency of Chamber administration and to provide our members with the ability to maintain their own listings. The license is \$275 per month for an annual expense of \$3,300. It was included in the 2021 budget. John made a motion that the proposal be approved. Jon seconded and the motion passed unanimously.

CHRISTMAS IN ROUND TOP REPORT: Ty reported that the parade was successful, with just a few issues. We learned that we need to communicate height and width restrictions to entrants, based on the route trees and corners. One larger float experienced some damage due to trees. Kelli reported that the feedback after the parade was very positive. Kaci, who entered a float in the parade, said that the check-in and line-up processes were very efficient. Julie reported that our objective is to have the event break even. This year, we had several generous sponsors, and the Chamber actually had a net income of about \$500. The committee will meet after the Chamber meeting to capture lesson learned for next year.

COMMITTEE REPORTS:

Adopt-a-Highway – Kelli plans to schedule the next clean-up after the Winter Show. Sally Reynolds commented that the volunteer committee needs some younger members as many of the crew are in their 60's and 70's. The Board encouraged everyone to participate.

I Do Round Top – plans for this event are pending.

Membership: Brenda reported that they will focus on the Chamber Master implementation and the definition of new levels and rates.

NEW BUSINESS: No new business raised.

MOTION TO ADJOURN: By Jon at 10:00 am and seconded by Tiffany. Approved.

Submitted by: _____ Julie Wantland, Secretary