

**Round Top Area Chamber of Commerce  
Board of Directors Meeting  
January 14, 2021  
Town Hall**

**Board Members Present:** Brenda Bartley, Ty Clark, Derek Jernigan, Sarah O'Brien, Jennifer Meaders, Jon Perez, Tiffany Reid, Katie Stavinoha, Kaci Van

**Staff Present:** Kelli Sanford

**Guests Present:** Mayor Mark Massey, Councilmember Keith Sharpe

1. The meeting was called to order at 9:08 a.m.
2. Minutes of the December meeting were reviewed. Derek moved that the minutes be approved as presented. John seconded and the motion passed unanimously.
3. The December Financial Reports were presented by Tiffany, she will begin working to transition the financial duties over to Jennifer. She reported that all transactions were posted through the prior day and that all bank statements had been reconciled through the end of the year. The Chamber brought in \$20,000 less in revenue in 2020 than in 2019, we were able to keep expenses at a bare minimum to offset this loss. We have approximately 6,189 in the checking account and \$244 in the savings account. Expenditures that qualify for HOT funding far exceed the HOT funds received this year. Receipt of 3Q20 HOT funds from the Town of Round Top is still pending; Mayor Massey will confirm. Sarah noted that our financial documents should reflect that the HOT funds are kept in a HOT account, not a savings account. The financial report was approved with a motion from Katie, seconded by John

*New Business:*

4. **Meetings:** Tiffany would like to switch up our format of our meetings to provide more value for our members and allow the board to conduct business more effectively for 2021 calendar. Discussion was had about various options and formats such as hosting a member meeting to let members voice concerns, share ideas, and give updates and then the board would have a separate "business" board meeting. The chamber meeting could be a social event where networking is also the focus so that they can connect with other members. Ty noted that members need to be able to have input on the issues we will be voting on as well as that we need to be clear and provide an overview so that our members understand any changes we make to our meeting formats. Brenda suggested we hold off and talk to town council and to get our members involved. Sarah stated that consideration should be given to allow the Chamber time to address

- any issues brought up at town council. Councilman Sharpe pointed out that 5 and 7 meetings fall before or after town council meetings. John stated that socials need to be a different event because it is important to have the mtg information available for members to review and they can ask questions during the meeting. Derek suggested we can incorporate both. Ty suggested we try a new format. Derek suggested that we can adjust if something isn't working. Ty made a motion that we host a Chamber Member Monthly meeting on the 2<sup>nd</sup> Thursday at 5:30 p.m in February at Busted Oaks as well as host our Board Business meeting will occur the next morning at 8:30 a.m. at the Chamber office and the board business meeting takes place on Friday morning. Sarah and Ty will get out messaging to inform our members soon.
5. **Account Signatories:** Derek moved that we pass a resolution authorizing Tiffany Reid (Chamber President), Jennifer Meaders (Chamber Treasurer), Ty Clark (Chamber Vice President) and staff member Kelli Sanford be signatory parties on the checking account and savings account; that two signatures be required on all checks, to borrow money or close out any account; and that any and all necessary forms required by Round Top State Bank be executed. Derek made a motion, Jon seconded.
  6. **Board Places:** The current board positions have not been tracked by a seat or place number. To ensure record keeping is accurate it was suggested that we assign place numbers. Sarah made a motion to assign Brenda Bartley: Place 1, Ty Clark: Place 4, Derek Jernigan: Place 2, Jennifer Meaders: Place 8, Sarah O'Brien: Place 5, Jon Perez: Place 3, Tiffany Reid: Place 6, Katie Stavinoha: Place 7, Kaci VanCourtren: Place 9, Ty seconded and the motion passed.
  7. **Board Terms:** In an effort to ensure continuity and in adherence with our bylaws a motion was made by Derek, and seconded by Ty to reassign Place 1 to a new term ending in 2023

*Old Business:*

8. **Membership:** Tiffany would like to work with Kelly and Ty to present a new membership due structure and member benefit program at the February meeting. Ty, Kelli, & Tiffany will bring plan to the next meeting for membership restructures. Sarah will work on designing the content for distribution once membership levels have consensus before presenting to the board.

*Monthly Reports:*

9. **Town Council:** Mayor Massey expressed the Council's wishes to work with the chamber more effectively moving forward and will be reaching out to schedule a workshop date and potential additional meeting dates to discuss the Chamber's role in tourism, HOT tax uses, and amending our

current contract. Councilman Sharp stated that council has new members, and an informative workshop is necessary to understand current practices as well as outline expectations for reporting. Sarah suggested two meetings, one for education, one for action on contract. Mayor says council could ask questions after chamber 101 presentation. Tiffany shared a 2020 financial report detailing the tourism expenses of the Chamber which was approximately \$20,000 more than HOT revenue received. Councilman Sharpe stated that the Chamber is the life blood of the town and potential discussions related to the allocation of the contract and funding should be had. The Mayor will follow up with potential meeting dates.

10. **Staff:** Chamber Director Report- Kelli reported on our new offices and the history of the Church. Kelli and Katie will continue to work on messaging and engagement related to the antique week show continuity and dates. Brenda asked when our offices were open and Kelli stated: W-F 10-4, Sat 10-. 3
11. **President:** Tiffany had no news to report.
12. **Christmas:** No additional Christmas event news was shared. .
13. Tiffany would like to designate an Explore Round Top Committee for the year to work on messaging and marketing efforts and report to the board. Katie, Brenda, Kelli, Tiffany, Kaci and Ty will serve.

Derek made a motion to to adjourn, Brenda seconded, and the meeting was adjourned at 10:46 a.m.

Submitted by: \_\_\_\_\_  
Sarah O'Brien, Secretary