

Round Top Area Chamber of Commerce
March 12, 2020

In advance of the call to order, President John Lowery suggested that attendees introduce themselves as there were several new faces in the room.

CALL TO ORDER: 9:03 am

In attendance: Brenda Bartley, Derrick Jernigan, John Lowery, Jon Perez, JB Royer, Kelli Sanford, Julie Wantland

Regrets: Ty Clark, Sarah O'Brien, Tiffany Reid

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

FINANCIALS: Tiffany Reid was not able to attend the meeting, so the February financial report was not available. Julie reported verbally that the checking account is up substantially, due to payment of 2020 dues. Expenses were normal for the month. The 4Q19 HOT funds have been received from the Town and deposited in the HOT Savings account. The February financials will be circulated electronically and brought up for approval in the April meeting. Julie provided an Accounts Receivable Aging report to the Board, reporting that there are approximately 70 accounts outstanding.

Now that the minutes to the February meeting have been approved, the three Board members who will have signatory authority on the RT State Bank accounts can execute their signature cards. Julie will forward the resolution to the bank and request preparation of the cards.

CHAMBER PRESIDENT UPDATE:

John provided a marketing update. The former internal Round Top Chamber website has been redirected to ExploreRoundTop.com to reduce confusion. A new site (RoundTopChamber.com) has been set up as our internal working site. ExploreRoundTop.com continues to grow, with 50,000 – 60,000 visits per year. Its focus is to promote Round Top as a year-round destination. A special e-blast went out this week promoting the spring show and letting folks know that lodging is still available.

John encouraged all members to follow Explore Round Top on social media and share postings as a benefit to all members. He recapped marketing opportunities for members – ads in the e-newsletter and dedicated e-mail blasts to the 6,000+ subscribers for \$250.

COMMITTEE REPORTS:

I Do RT – John Lowery. The committee has formed and decided to hold the next event over Valentines Day weekend in 2021, to avoid conflict with the Round Top 150th event. It will be a multi-day event – with a wedding services trade show, dinner/dance and Valentine Day Brunch.

Wine Fest – Tiffany Reid – Dates are Nov 6-8.

Christmas in RT – Ty Clark – Dec 5th, 2020. The Playbook has been prepared to facilitate transition from year to year.

RT Sesquicentennial – Aug 1st, 2020. Event is co-chaired by Amy Bone and Mark Massey. Activities include music, children's activities, Historic Society presentations and tours, Houston/Austin chef cook-off and lunch, and a children's art contest. Stone Cellar will feature two days of entertainment. Fri night Black Cat Choir, Sat night – country legends music festival with tribute to Willie, Waylon, and George Straight.

TX Adopt-a-Highway – Kelli reported on the March highway pickup, thanking the volunteers who participated. More volunteers are needed – as we need 18-20 volunteers to cover all the ¼ mile segments of our 4-mile adoption area. We do this in partnership with the Friends of Highway 237. Additional dates for 2020 are: April 14th July 7th Oct 13th Dec 8th.

A new committee is being formed to build Membership. It will focus on obtaining new members, defining additional member benefits, designing an effective dues structure to encourage secondary listings, and developing a “new member” package. Brenda Barkley volunteered to lead the committee. Members are encouraged to volunteer for this new effort.

SPRING ANTIQUE FAIR UPDATE: Jon Perez reported on a conversation with the Fayette County Emergency Response Manager (Craig Moreau) that took place right before the meeting. There is a Commissioners Court meeting underway, but based on an earlier review, he does not anticipate any action to be taken today to limit the antique fair. The coronavirus risk for Fayette County remains low and any decision to impose restrictions will be based on scientific data. He confirmed that Judge Weber does have authority to declare an emergency situation and impose restrictions on group gatherings.

Vendors and lodging members in the meeting expressed their strong support that the fair proceed as planned. Some lodging members have had cancellation inquiries and requests.

John reported that a press release is planned to confirm that the show is proceeding.

UPCOMING EVENTS:

March 20th Fish Fry at Round Top Rifle Association Hall (5:30 – 7:30) All you can eat for \$12. Tickets are available at the RT Mercantile or at the door.

May 16th Stone Cellar Beer Fest/Gumbo Cook-off/Car Show

Fourth of July - fireworks at Compound (Friday 3rd of July) – Parade is always on the 4th

Blue Mule Fiber Event - Texas Yarn Lovers Event - April 25, 2020 ~ 10am til 6pm

NEW BUSINESS:

Jon Perez reported an informal meeting with the Port Aransas Chamber director. They were impressed with our membership count (twice what they have) and the active participation of Chamber members in our meetings and activities. Yea!

MOTION TO ADJOURN: By Julie Wantland at 9:58 am and seconded by Brenda Barkley.

Submitted by: _____
Julie Wantland, Secretary