

Round Top Area Chamber of Commerce
May 14, 2020 via Conference Call

CALL TO ORDER: 9:05 am

In attendance: Brenda Bartley, Ty Clark, Derrick Jernigan, John Lowery, Jon Perez, Sarah O'Brien, Tiffany Reid, Kelli Sanford, Julie Wantland

Regrets JB Royer

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

FINANCIALS:

Tiffany reviewed the financial statement for April. We had a few memberships paid so a small amount of revenue coming in. Monthly expenses are at normal levels. Assuming a smaller HOT fund distribution for 1Q20, we have funds to run until mid-late August. We will need additional fundraisers to make the Chamber viable for the year.

Brenda commented that some lodging establishments pay their HOT tax as the funds are collected. Since many of the antiques fair reservations were fully paid before the shut-down, it may be that 1Q20 HOT funds will be at normal levels. However, since most of the reservations were rolled to the fall fair, that may mean that the impact on HOT funds will be seen in the 3rd and 4th quarter distributions.

We have about \$9,600 in open receivables for unpaid membership dues (approx. 45 members). Tiffany and Kelli are working to write-off the invoices and update the membership roster.

Julie moved that the financial report be approved as presented. Brenda seconded and the motion passed unanimously.

CHAMBER PRESIDENT UPDATE AND COVID-19 UPDATES:

John reported that marketing is ramping back up now that things are opening. He reported that traffic in his store on the first open weekend was very good. Restaurants appear to be filling again. Ty concurred, but reported that retail traffic has dropped back down. Both he and Brenda report that lodging is not yet coming back. Julie commented that it may make sense that lodging lags retail and restaurants, as the public may be more comfortable with day trips at first.

Sue Foster reported that lodging requests are not coming through. Kelli will follow up with Design at Work to troubleshoot.

Julie reported on the April Town Council meeting. Planning is continuing for the RT 150th event. Plans have been adjusted due to the pandemic. The cook-off will now be a BBQ cook-off between Washington and Fayette counties. The RT Rifle Hall is reviewing contingency plans for the Fourth of July parade. Given this continuous 170 year event, a parade will definitely take place. However the meal and other activities may be impacted.

Kelli reported that plans are progressing for a pop-up summer fair, the first weekend of June. We are helping with the marketing. Anticipate ~20 pop-up vendors plus the year-round stores.

Junk Gypsies' 2020 Junk-a-Palooza is cancelled.

Jon Perez reported that the governor is planning additional announcements perhaps as early as Friday.

BRIANSTORM ABOUT FUNDRAISING OPPORTUNITIES:

It would be good to pursue a couple of options. Ideas include:

- An online live auction of items donated by Chamber members.
- Mystery Scavenger Hunt Weekend – Ty reported attending a Mystery Dinner theater at Ant Street Inn. The company that organizes them indicated it could be a multi-day event with patrons visiting RT businesses to collect clues. Ty will follow up.
- A food fundraiser – e.g., chicken soup or chicken and dumplings.
- A raffle of gift cards – ask Chamber members to sell tickets and take advantage of people coming for Fourth of July and 150th. Brenda motioned that we proceed with the raffle immediately. Derrick seconded and the motion passed. John will follow up to get the tickets printed. He asked for assistance. Board and Chamber members can message him at john@humbledonkeystudio.com to volunteer.
- Chamber-opoly board game about Round Top. Sarah will follow up.

COMMITTEE REPORTS:

We need to get our event committees up and running again.

Wine Fest – Tiffany Reid – Dates are Nov 6-8. Still planning to hold it, although may need to adjust how we execute it, if social distancing practices still in place. Wines have been selected.

Christmas in RT – Ty Clark – Dec 5th, 2020. The Playbook has been – he'll convene his committee soon. Looking for ways to extend the event to Friday night or Sunday morning to encourage lodging.

Adopt-a-Highway: Kelli will schedule a pick-up after the pop-up antique show. Jon asked if she could work with the feed stores at address the feed bags that blow out of trucks on the road and with the Mercantile to address the food trash thrown by contractors, and pipeline crews. Perhaps some signage to ask public to keep Round Top beautiful.

MOTION TO ADJOURN: By Julie Wantland at 10:25 am and seconded Sarah.

Submitted by: _____
Julie Wantland, Secretary