

**Round Top Area Chamber of Commerce  
Board of Directors Meeting  
September 10, 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, Kaci VanCoutren (Audio) Julie Wantland;

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 August meeting were reviewed. Jon moved that the minutes be approved as presented. Derick seconded and the motion passed unanimously.

**FINANCIALS:**

Tiffany presented the August Financial Report. Funds were transferred from savings to checking in August (\$11,700). We had some income in August -- Raffle ticket sales (\$3,260), some new members' dues (\$450) and some advertising sales (\$450). We are keeping expenses to a minimum. She indicated that we have sufficient operating funds to last until end of October.

Sarah expressed concern about the sustainability of our financial position, given that HOT funding will continue to be impacted for the foreseeable future. John assured the group that the Executive Board was working it.

Unpaid members' listings are being removed from the website.

John thanks the Chamber members who helped sell raffle tickets but expressed disappointment that all the potential revenue from the raffle was not generated.

Now is the time to ramp up the membership drive. One of the members in attendance asked if we were actively soliciting La Grange businesses to join.

Derrick moved that the financial report be approved as presented. Jon seconded and the motion passed unanimously.

**CHAMBER PRESIDENT UPDATE AND COVID-19 UPDATES:**

John indicated that the Chamber will issue an RFP for marketing services, to be awarded in January. Branding standards are in place and will facilitate the transition. All believe that the marketing that has been done is effective and should be continued. Design at Work will produce a description of the work they current do, which will serve as a starting point for the RFP's Scope of Work. John will not participate in the RFP, to avoid a conflict of interest. Sarah volunteered to lead the effort. Julie and Kelli volunteered to assist.

John reminded the Board that a new President and a new Secretary will need to be elected as part of the process to elect new Board members.

## **CHAMBER SOFTWARE PROPOSAL:**

Kelli briefed the group on a chamber management software package that she has been evaluating. The functionality is good:

- Membership Management
- Receivables, Invoicing and Automated Billing
- Tiered Membership Levels
- Event Management
- Ability for members to update their own data

Sarah indicated that many Chambers use this software and that it would pay for itself over time. However, given our financial issues, this may not be the right time. She suggested we re-visit it in January.

## **CHAMBER OFFICE AND VISITORS CENTER**

Our Henkel Market landlords have requested that we consider a move of the offices to Haw Creek Church. Susan Massey was in attendance and explained that they plan to add family-friendly amenities near that location and it would give good visibility to the office. Julie asked if the pace was compatible with our needs. Kelli replied that, assuming the pipe organ was removed, it should be. We agreed to review the proposal in more detail and bring it for a vote in the October meeting. The move could take place concurrent with the lease renewal in February.

## **COMMITTEE REPORTS:**

**I DO ROUND TOP** – This event has been moved to Valentines Day, February 14, 2021. A full committee has been formed.

**Wine Fest** – Tiffany Reid, to be held Nov 6-8. The mayor and Town Council have not yet approved the event's safety plan. She plans to be on the Sept 14<sup>th</sup> town council agenda to request approval.

**Christmas in RT** – Ty reported on his planning group's recent meeting. Many activities will not be feasible (e.g., street dance, Santa visits, facepainting, book walk, etc.). We are looking at a simple parade with perhaps some pre-packaged food before hand on the square. He plans to request a spot on the town council agenda in October.

**Membership:** This committee will work on activities in conjunction with the chamber management software evaluation.

## **NEW BUSINESS:**

- It's time to nominate and vote on new Board members. There are 2 slots to be filled (John and Julie's terms are expiring). Cinda Palacio, as former President, should lead the effort. A letter will go out to Chamber members by end of September.
- Katie Stanihova (Round Top Register) reported that the county has approved the Fall show safety protocols and it looks probable that the show will proceed.
- A lodging member in attendance expressed a desire that lodging members have more input on Chamber decision making.

**MOTION TO ADJOURN:** By Derrick at 10:00 am and seconded by Jon.

Submitted by: \_\_\_\_\_ Julie Wantland, Secretary