Fauquier Chamber of Commerce

Executive Committee Meeting

Wednesday, November 20, 2024

Location – Path Foundation and via zoom

Present: Dawn Arruda, Priscilla Hottle, Caitlyn Atkins, Lorna Macgill, Rebecca Segal, Alec Burnett, Gloria Williams, Angie Thomas, and Al Penska. Ray Knott attended via zoom.

Call to order at 8:30am by Dawn Arruda, Chair, who had a quorum of the EB present. Minutes from the previous meeting were approved.

Alec – Management Updates

7 new members were approved, including William A. Hazel. It was suggested that since they joined, Alec should reach out to S W Rodgers. Of the new members there was a 36% referral rate from current members.

The Chamber will no longer offer the option of Directory listings only to non-members.

Benjamin Musser has been hired full time and will start in December.

Alec presented the proposals for new levels of partnerships and pricing - Investing ($5,000), Community ($3,500), and Signature ($2,500). The new structure was approved and Alec was asked to reach out to current partners and potential new ones so they could all be invoiced in January.

Rebecca gave a Financial Report

October was down but over all the income is up. Memberships brought in $86,000 this year vs. $72,000 last year. Fall Festival brought in $21,000 vs. $13,000 last year. The Gala is expecting a slight loss. For the year we are up a net of $6,000.

Goals for next year – 5% increase to dues, 80% membership renewals, 88 new members.

Motion to accept the budget was approved.

Events Committee update by Ray Knott

Gala – there was a good response and feedback. Airlie did a great job. Valor Awards are progressing well. Fall Festival Committee had a good debriefing. Considering asking ED Committee and Young professionals join the events committee.

Lorna - Economic Development & Legislative Affairs Update

Capital Day is in January. Alec to reach out to elected officials to see who is available to meet. PEC made a request re: supporting the outdoors. A draft letter will be considered by the executive board. Alec is working on a Agricultural event in February. He will be bringing that up with the ED Committee. Looking to have a Trades Show in the spring.

Old Business

Onboarding of new board members – Renee Norden, David Caulk, and Caroline Wood. They will be invited to the December meeting as a guest.

Alec recommended Kenny Johnson from Blossom Gas become a board member. ( A zoom meeting was set up on December 10. A quorum was present and Kenny Johnson was approved as a board member).

New Business

Alec is hosting a Holiday After 5 at his home on Dec 12 and Daw is hosting a thank you Happy Hour at her home on Monday Dec 30 for the Board Members.

Meeting Adjourned – Motion made and approved.