



St. Cloud Chamber of Commerce
1200 New York Avenue
St. Cloud, FL 34769

Mid-Year Review

The St. Cloud Florida Chamber of Commerce met on November 1, 2024 to plan the 2024-25 Fiscal Year activities. This meeting will be a review at mid-year on how well we have met those plans.

Establishment of Committees

The following committee structure was approved and has been enacted

Standing Committees

- **Membership** – Bridget Jackson, Chair.
- **Economic Development** – Dana Wells, Chair
- **Business Training** – Lisa Bertossa, Chair

Ad-hoc Committees

- **Scholarship** – to process and deliver scholarships through our 501cs
- **Rebranding** – to oversee the rebranding of the Chamber and its assets
- **The Insider** – to oversee reformatting of the e-blast newsletter
- **Website** – to oversee a complete website refresh
- **Legislative Roundtable** – to engage our legislative contingent in order to inform our members, prepare for 2026 Election Cycle

Membership Committee – Bridget Jackson

- **Appointed Bridget Jackson as Membership Chair for 2024-25**
- **Retention Rate** – November, 2024 – 75.5%, March – 76.7%, May – 76.8%
- **Assigned a study of Tiered Pricing by Board of Directors**
 - Other Chambers were interviewed about their experiences, offerings and best practices
 - Our current offerings were evaluated and a tentative new structure created
 - Focus groups to be engaged during the summer
 - Report back to the board with recommendation by August/September
- **Other programs**
 - Return of Business after Hours
 - Ambassador program currently on hold
 - **Travel with the Chamber** – working on modified program, survey sent in March with 22 participants in the survey
 - **Co-Lab** – currently only Positively Osceola as a client. Suggest a marketing plan for that program.
 - **My Healthily Insurance** – No feedback to this point as to engagement levels.

Economic Development Committee –

- **Appointed Dana Wells as Economic Development Chair for 2024-25, resigned April 2025**
- **Economic Forecast** – Collaborated with City of St Cloud ED Department as fund raising arm of the event – sponsorships netted \$877 for the Chamber
- **Community Unity** – Driving force behind Community Events Calendar hosted on Chamber website.

- **Comprehensive Plan and Future Land Use** – Continue to participate in EDAC, hosted City presentation at the Chamber, hosted Quarterly Breakfast with Melissa Dunklin.
- **ACTION ITEM: Assign new Committee Chair.**

Business Training Committee – Lisa Bertossa, Chair

- **Appointed Lisa Bertossa as Committee Chair for 2024-25**
- Leadership Summit did not happen due to scheduling conflicts.
- **Established the Toolkit monthly business training series**
 - January – Dana Wells -
 - February – Lori Giombrone – Prepare to Meet Thy Banker
 - March – Shereka Robinson – How to do Business in St. Cloud
 - April – Joe Reilly – What Lurks in Your Data Closet
 - May – Nathan Steiner – 5 Things Your Website Should Have
 - June – Mark Wells – Hands On AI Training
- **Quarterly Breakfast Series – transitioning to Lunch**
 - November – State Insurance Advocate Tasha Carter
 - February – Melissa Dunklin, City of St. Cloud
 - May – Brian Wetzal, Orlando Health
 - August – Orlando Dreamers
- **Women 2 Women**
 - January – Human Trafficking with One More Child
 - April – Women’s Health Tea with AdventHealth
- **Other Events**
 - Golf Tournament – May 2, John Barna, Chair
 - Business Expo – voted no, perhaps collaborate on segmented events
 - 4th of July – voted no due to poor financial performance.
 - Young Professionals – Reorganization meeting. Created May 8 event at OHP.
- **Marketing and Rebranding**
 - Completed with unveiling April 8 at School District of Osceola County Board meeting.
 - St. Cloud Living 2025 Publication released on same night
 - Web site refresh due for completion in mid-May, unveil June 4/
- **Ad-hoc Committees**
 - **Scholarship** – Granted \$5,000 in total scholarships to five students. Participated in the April 23 Education Foundation event.
 - **The Insider** – Committee not yet formed
 - **Website** – Selected the theme with final product due in late May
 - **ACTION ITEM - Legislative Round Table** – Committee not yet formed.

Board of Directors – Joe Reilly, Chair

- **Remote Board Meetings:**
 - **January** - Mecum Auto Show, Osceola Heritage Park
 - **March** – Tavistock Corporate Offices
 - **May** – Wild Florida
- **Action Items:**
 - **Appoint Chair for Economic Development Committee**
 - **Appoint Chair for Legislative Round Table**

Other Opportunities:

- **Visitors Center Maps**
 - **Dolph Map Company** – Formerly designed maps for the Chamber with the last one being 2017-18. Dolph would sell the ads and the Chamber would get 10% commission.
 - **365 Total Marketing** – Similar arrangement only we would be to sell nearly \$40K in ads in order to receive revenue sharing.
- **Digital Times Video Magazine**
 - **Rare Blue Moon Marketing** – Eric and Alexis Winegard will be here in person to talk about their video marketing platform. Similar process with ad sales and the Chamber receiving revenue.