

ST CLOUD CHAMBER OF COMMERCE

Board of Directors Meeting Notes

Wednesday, June 18, 2025
St Cloud Chamber of Commerce

Board of Directors Meeting – Call to order 8:10 am – Joe Reilly, Chair

Pledge of Allegiance and Prayer

Attended by:

Joe Reilly, Chairman – OUC – The Reliable One
Lisa Bertossa- Vice-Chair - Keystone Residential
Brian Wetzel- First Vice-Chair – Orlando Health St. Cloud
She-Lia Henry, Treasurer – Account on Us
LaVell Monger, Past Chair– RTW Photography
Bridget Jackson - Chair, Membership – Key Life Fitness
Howard Chanin – Butler Mortgage
John Barna – Good Call Sports
Yolonda McGriff – Valencia College
Johnola Morales – Osceola Council on Aging
Twis Lizasuain – Osceola County Association of Realtors
Nathan Steiner – Anchor Online Website Design
Jolene Sheive – Legacy Realty of Central FL
Chris Montoya – SouthState Bank East
Troy Groves – Osceola Magic
Shannon Rios – AdventHealth
Dirk Webb – St. Cloud Greater Osceola Chamber of Commerce, President
Heather Kitner – St. Cloud Greater Osceola Chamber of Commerce

Absent: Glenn Harris Legal Adviser - HBH Law, Cindy Campbell – Ford Insurance, Rep Paula Stark - St. Cloud Main Street, Melissa Vallejo, Secretary– Experience Kissimmee, Ricky Booth – Commissioner, Osceola County, Paula Bronson – School Board, Brian West – West Crash Consulting, Jennifer Paul – City of St Cloud, Robb J. Larson, Past Chair – Osceola Heritage Park/ASM Global

****Consent Agenda (Attachment A) M/S/P (Monger & Montoya)**

****Financial Reports - She-Lia Henry – May 2025 (Attachment B) M/S/P (Steiner & Chanin)**

Mid-Year Review - (Attachment C)

Committee Reports

Membership – Bridget Jackson

- Three Focus Groups will meet in July
- Report back to the board with recommendation by August/September

Economic Development – John Barna

- John Barna nominated to chair **M/S/P** (Reilly & Henry)

Business Training – Lisa Bertossa

- Zoom Toolkit series – Tomorrow is Mark Wells on AI and 20 people signed up
- Recordings are going to be uploaded to new website from youtube

Marketing – Dirk Webb

- Need to get new logo trademarked

Ad-hoc Committees

- **Scholarship** – Granted \$5,000 in total scholarships to five students.
 - 10% of proceeds from events goes toward Scholarships
- **The Insider** – Need a committee to refresh the weekly email newsletter
- **Politics in the Barn** – July 2026 – will put on agenda for next month to discuss

Chairman Report – Joe Reilly

- City Contract still in negotiations – an offer was \$15,000 for the year (lose \$35,000) and how would events work? They want to be a named sponsor on ribbon cuttings. Christmas Parade grant? City Council is meeting today.
- Board Recruitment was down so discussing ideas to increase
 - Offering Remote option
 - Hybrid Meetings
 - Limit to 3 trips a year for Board – Kissimmee Airport good location for one in future
- Joe going to look at budget numbers for new technology for boardroom (camera, microphone, screen, projector)
- Board Meetings will start at 8:30am starting in August

Other Opportunities

- Researching other revenue streams
 - Maps – Sell ad space – Getting quotes from companies
 - Questions to ask – Is there a minimum sponsorship?

Incoming Chair – Lisa Bertossa

- Board Recruitment - no apps this year – Hybrid meetings could help
- Annual Banquet – Had a couple of meetings and Britton Long is working on the auction
 - Silver Spurs will be honored
 - Need volunteers

New Business - None

Old Business – None

****Adjourn Meeting 9:46 am - M/S/P (Henry & Morales)**

Next meeting – Wednesday, July 16, 2025 at 8am – St Cloud Chamber of Commerce

Minutes Submitted by: Heather Print Name: Heather Kitner

Approved by: Melissa Vallejo
Melissa Vallejo, Secretary