

ST CLOUD CHAMBER OF COMMERCE

Board of Directors Meeting Notes

Wednesday, August 20, 2025
St Cloud Chamber of Commerce

Board of Directors Meeting – Call to order 8:30 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
Jennifer Paul – City of St Cloud
Robb J. Larson – Osceola Heritage Park/ASM Global
Howard Chanin – Butler Mortgage
John Barna – Good Call Sports
Sandie Martinez – Valencia College
Johnola Morales – Osceola Council on Aging
Nathan Steiner – Anchor Online Website Design
Brian West – West Crash Consulting
Jolene Sheive – Legacy Realty of Central FL
Chris Montoya – SouthState Bank East
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, Troy Groves – Osceola Magic, Twis Lizasuain – Osceola County Association of Realtors

Introduction of Sandie Martinez with Valencia College and the mention of Patrice Campbell (Cindy's aunt) from the Historical Preservation Board passed away

****Consent Agenda (Attachment A) M/S/P (Sheive & Morales)**

****Financial Reports - She-Lia Henry – June and July 2025 (Attachment B & C) M/S/P (Steiner & Montoya)**
2022 Reemployment Audit was done by the Florida Dept of Revenue – We passed

Chairman Report – Joe Reilly

- City Contract – Council Member Jen Paul - Workshop on Thursday and 9/11 Comprehensive Plan vote Partnership for the \$50,000 just needs approval – Meeting on 9/18
- Second Vice Chair – By Laws states need nominees for next First Vice Chair – Nominations Open
 - Howard Chanin – Nominated by Lavell Monger and seconded by Nathan Steiner
 - Nathan Steiner – Nominated by She-Lia Henry and seconded by Brian West
 - Jolene Sheive – Nominated by Howard Chanin and seconded by Nathan Steiner
 - John Barna – Nominated by She-Lia Henry and seconded by Howard Chanin

Nominations Accepted and Closed M/S/P (Henry & West)

Incoming Chair – Lisa Bertossa

- Annual Banquet – Awards Ordered and Winners announced

- Magician Dan Stapleton, Dirk and Lisa have a meeting
- Board Retreat – October 24th at Wild Florida – Admission to park on lunch

Committee Reports

Economic Development – John Barna

- 1st meeting was last month – working with organizations downtown to make a list of non-negotiables – Friday meeting

Business Training – Lisa Bertossa

- She-Lia Henry's will be live this month
- Melissa Vallejo's will be next month Zoom
- Suggestion – Hot points in social media
- Canva Training – Kelly Trace from Reach

Membership – Bridget Jackson

- Focus Groups - no one responded – next step – phone calls

Marketing – Dirk Webb

- Partnership Push – meetings with Disney, Universal and more
- Disney and Universal would be interested in a hiring event

Old Business – None

New Business - Dr. Kerul Kassel is interested in joining the board – Entertain this for Oct 1st or wait until April

- Traffic causing issues with attendance, Hybrid attendance, Joe is working on technology for Hybrid meetings
- Chair can appoint mid-term
- Goodbye to Brian West – last meeting

****Adjourn Meeting 9:37 am - M/S/P (Henry & Bertossa)**

Next meeting – Wednesday, September 17, 2025 at 8:30am – St Cloud Chamber of Commerce

Minutes Submitted by:  **Print Name:** Heather Kitner

Approved by: 
Melissa Vallejo, Secretary