

Board Meeting Minutes

November 1st, 2021 at 12:00pm

The Rural Collective & Via Zoom

**Call to Order & Declaration of Quorum:** Kat Weinert called the meeting to order at 12:00pm and declared a quorum.

**Present:** Kat Weinert, Ted Uecker, Josh Raab, Grace Wolff, Cassidy Blade, Nicole Sott, LeAnn Fitch and McKenzie Sigvaldsen. Via Zoom: Jessalyn Bachler and Pam Burch.

**October 2021 Board Meeting Minutes: Jessalyn Bachler made a motion to approve the minutes from the October 2021 board meeting. Ted Uecker 2nd. Motion carried.**

**October 2021 Special Meeting Minutes:** Additional discussion included clarification on the Adam’s County Development Corporation’s portion of the funds in the shared payroll account, as well as the scheduled timeframe for reimbursement. **Cassidy Blade made a motion to approve the minutes from the October 2021 special board meeting. Grace Wolff 2nd. Motion carried.**

**Financials:** McKenzie Sigvaldsen detailed income and expenses as expressed on the financial statements provided to the board (see attached). Chamber Main Checking showed a balance of $33,198.23; Chamber Savings showed a balance of $29,980.16; Centennial Sales showed a balance of $2,710.89, and Gift Certificate Checking showed a balance of $19,484.57. **Josh Raab made a motion to approve the financial reports as written. LeAnn Fitch 2nd. Motion carried.**

**Committee Reports:**

**Pitchfork Fondue:** McKenzie detailed the 2021 Pitchfork Fondue profit and loss statement (see attached). McKenzie noted higher ticket sales accompanied with higher food costs; however, the event still yielded a higher profit than initially budgeted for (see attached). Mike Marion has notified the office staff of potential money-saving opportunities for 2022.

**Wake Up Santa:** McKenzie noted a committee meeting was held to discuss upcoming events, sponsorship letters were mailed out, and organizations/business who are hosting events over the holiday season and would like their event listed on the poster were instructed to notify the office by November 8th to ensure publication.

**Ag Appreciation:** Kat Weinert mentioned the Ag Appreciation Committee has met to discuss the Ag Appreciation Banquet in 2021, with plans to include aspects from the Ag Appreciation Week in 2020, school involvement, producer spotlights on the radio, a banquet at the Armory including a live band, food and entertainment. Kat shared that the event will be labeled “Boots and Ballgowns”, with hopes to brand the event as a formal, adult-friendly evening scheduled for January 15th, 2022.

**Banquet:** Cassidy mentioned re-branding the Chamber Banquet to include involvement with the Mini-Chamber (5th-6th grade Hettinger Public School classes). Ideas to improve the event included live entertainment, planning a kid-friendly event including Hettinger-themed games, and inviting the Mini-Chamber to board meetings in order to introduce the youth to formal meetings and requesting funds. Cassidy mentioned evolving the banquet into a “Love The Place You Live.” Cassidy included that in conversation with Brooke Schneider (advisor of the Mini-Chamber) ideas included an “I Love Hettinger” marketing campaign, including the youth making videos of why they love Hettinger, submitting younger elementary tidbits to the Adams County Record for publishing, interviewing businesses and writing articles for the paper. Brooke expanded on the idea of playing the video at the awards banquet, and Cassidy volunteered to attend the Mini-Chamber meetings to coordinate the event. Cassidy requested the board’s support in re-branding the event into a family-friendly event featuring activities for the kids in addition to the awards presentations, appetizers, and beer garden. She also requested that the board consider adding another awards category specifically for businesses who have made renovations and improvements to their buildings, ultimately improving the vibrancy and quality of the buildings in the community. The board also explored moving the event date into March of 2022 in order to allow extended time between the Ag Appreciation Banquet and the Chamber Awards Banquet. Cassidy continued to explain that 2022 is a good year to make the Chamber Awards Banquet exciting again, including a great way to reach the youth and show community pride and involvement at young ages. The board unanimously agreed to allow Cassidy re-brand the Chamber Awards Banquet, determining the addition of the award category, and final discretion on what date to host the event.

**The Rural Collective:** McKenzie mentioned profitability and new memberships for The Rural Collective (see attached). McKenzie noted the request for an event rental at The Rural Collective by a department from the North Dakota Department of Health, but explained the unavailability of funds from the department to fund the event rental cost. Discussion included Kat mentioning identifying a sponsor for the event, Ted explaining the possible use of the Senior Center, and Cassidy noting a precedence that might be set for allowing the free use of the Collective. The board unanimously agreed to deny the request, and asked the office staff to relay information regarding the $50 rental fee and a list of businesses who may be willing to sponsor the rental.

**Old Business:**

**Hettinger Merchandise Fundraiser:** McKenzie provided a performance report from the Local Lovin’ Pop-Up Shop, including feedback about sales, expenses, profit totaling around $400. Discussion among board members included whether to extend or close the shop and the need to spread information to the local businesses on how the shop is supporting a long-time Chamber member and event supporter, Stateline Designs. **Ted Uecker made a motion to extend the pop-up shop for two weeks with closing date for November 15th in hopes of orders to be mailed by Christmas. Josh Raab 2nd.** **Motion carried.**

**Newbie Nights:** McKenzie mentioned Newbie Nights need to be finalized for November, December, January. After board member discussion including business availability, seasons, and scheduling, board members scheduled Coffee Flights in November spearheaded by Pam Burch, Christmas Centerpiece Class in December spearheaded by Jessalyn Bachler, and Bowling in January spearheaded by Josh Raab.

**Trunk or Treat:** LeAnn Fitch provided positive feedback from community members about the Trunk or Treat hosted by the Chamber. She explained it was a great turn-out with over 200 kids and 25 trunks on Main Street. Feedback for next year included decreasing the timeframe to 1-1 ½ hours versus the 2-hour timeframe, with set up from 5:00pm-5:30pm and inviting trick-or-treaters from 5:30pm-6:30pm.

**Mental Health Community Support:** LeAnn Fitch mentioned her research into the movie “The Ripple Effect”, and noted the Theater has not been approached about this opportunity at this time. LeAnn explained the free-viewing of the film, and noted she would send the free-viewing information to board members in efforts to assist with the decision on whether to show the film to the public. LeAnn will bring additional research regarding showing the film to the public at the Theater to the next board meeting.

**New Business:**

**Community Welcome Incentive:** Tabled.

**Career Day/Fundraiser:** Tabled.

**Ribbon Cuttings:** McKenzie noted Graphic Attic has been contacted in the past to host a ribbon cutting ceremony, to which Andy denied at the time due to the delay on installing the carpet flooring. Kat volunteered to contact Chris/Andy again to inquire about the installation of the floors and subsequent ribbon cutting ceremony. McKenzie mentioned going through the last two years of financials to identity new Chamber member businesses and inquire about their interest in hosting a ribbon cutting ceremony. Josh Raab with Top Coat Autobody expressed interested in hosting the first Chamber ribbon cutting ceremony and noted it would be possible to quickly coordinate and schedule the event during the Wake-Up Santa Celebration.

**Tourism Grant:** McKenzie noted the Tourism Planning Grant application was not funded, and she noted that she is unsure if the funds will be available in the future.

**Living Local App:** McKenzie noted the North Dakota Department of Health has funding from the American Rescue Plan Act specifically dedicated to developing an app that displays local, state, and regional health information, but also sponsors and connects with local communities and information. This sponsorship includes a no-cost contract for the first two years, with $750/year every subsequent year. The board unanimously agreed to leave the ultimate participation decision to office staff discretion with consideration of their time allocation and agreed to re-evaluate the app after the two-year contract.

**Benches:** McKenzie mentioned the benches on Main Street are stored annually in The Granary, and board member participation is needed in order to transport the benches to The Granary by snow-fall. LeAnn Fitch volunteered to provide a trailer, and Kat Weinert will contact Jacki Christman on providing an additional trailer. The board agreed a Wednesday afternoon works best at 3:30pm to ensure volunteer participation. The board asked the office staff to schedule and coordinate the event.

**Next Meeting:** December 6th, 2021 at 12:00 pm via Zoom and The Rural Collective; budget meeting to follow.

**Meeting adjourned: Cassidy Blade made motion to adjourn the meeting. Nicole Sott 2nd. Motion carried.**