

MINUTES
STRATEGIC PLANNING & BOARD OF DIRECTORS MEETING
January 20, 2010
Chowchilla District Chamber of Commerce
Civic Center Public Conference Room
9:00 a.m. -3:00 p.m.

CALL TO ORDER – Section 1

The Strategic Planning Meeting was called to order by President Moss. Present were: Vice President Banks, Directors Brock, Bump, Christoffersen, Flanagan, Harrell, and Pistoresi. Absent were Treasurer Jones and Director Chavez. Quorum was established.

Convene to: STRATEGIC PLANNING SESSION

1.0 EVENTS:

CURRENT EVENTS:

Manager Flanagan announced that on the wall was a sheet for committee members to sign up. President Moss reminded Vice President Banks that the VP serves on all committee. President Moss asked Manager Flanagan to explain the duties of the committees and what was entailed for the benefit of the newly seated Directors.

General Meetings:

Manager Flanagan explained that General Meetings per the By-Laws are held four times a year. The Awards & Installation Dinner is considered the first meeting of the year with the installation of the officers and new directors. The other three are held in March or April, sometimes a training session; Developers or Business Introduction Meeting in the Summer; and in the Fall another training session or subject determined by the Committee. Following discussion about the committee, Directors Christoffersen and Flanagan volunteered for the General Meeting Committee.

B. Valentine Wine Express – President Moss, Chairperson and Vice President Banks

An explanation of the event was given by Committee Chairperson Moss to the Board and Directors were asked to sell tickets for the 2010 event on 2/13/2010. Directors were informed that donations of small raffle items for the bus. Vice President Banks volunteered to assume the chairmanship for the 2011 Wine Express.

C. Golf Tournament – Director Banks, Chairperson and Director Pistoresi

Director Banks volunteered to chair the 2010 Golf Tournament with Director Pistoresi helping to plan the event. The 2009 Golf Tournament Committee had tentatively set with Pheasant Run Golf Course, Friday, May 21, 2010. Director Banks will meet with the golf course management to firm up a date for the tournament and pricing. Following discussions about dates, the Board agreed to a spring date.

D. Colette Travel – Manager Flanagan, Chairperson

Manager Flanagan noted that the Board in 2009 approved a trip to Ireland. A slide show public presentation will be held by Collette Vacations in late March to stir interest in the trip. The dates are depart November 2nd and return November 11th. The Ireland trip is one of the two most popular trips for Chambers. There is already interest in the Ireland trip.

E. Car Show – Director Flanagan, Chairperson

Director Flanagan volunteered to again be Chairperson. The 2010 proposed date is Saturday, 9/18/10. Following discussion, the committee was charged to settle on a date that would provide the best day for

the event. Additional discussion surrounded the ages of the cars and whether to include newer cars rather than just the 72 and older cars, names such as muscle cars, custom, or club participations. The cost would be additional trophies and parking spaces. Board agreed to let Chairperson Flanagan to plan the car show.

PROPOSED EVENTS:

A. Boat Races - Manager Flanagan read an email from Dave Wolin, Chairman of the Yosemite Sierra Film Commission, regarding the 2011 boat races and the Chamber being the possible coordinator of the event. Discussion followed regarding commitment, time required, numbers of people regarding taking on the task of the coordinator of the event. Directors Banks and Pistoresi volunteered to be on a 2011 Boat Drag Fact Finding Ad Hoc Committee to see if the Chamber can explore coordinating the boat drags. President Moss instructed Manager Flanagan to contact City representatives regarding a meeting with Chamber Ad Hoc Committee.

B. Community Event in 2011 – Due to reduction in Parks & Recreation Department, Director Bump volunteered to investigate possibility for donations from fireworks stand vendors for the Fourth of July fireworks; Director Banks questioned what events such as the Block Party will be sponsored by the City. Discussion followed regarding whether the Board wants to pick up other events.

2.0 SPECIAL PROJECTS:

2.1 CURRENT PROJECTS:

A. New Christmas Decorations - Manager Flanagan noted that additional decorations still are to be purchased from the grant funds. The Committee chairperson would need to call a meeting of the committee to choose the decorations and set up an electrical work schedule to complete the grant requirements. Manager Flanagan did note that the grant package Christmas Decorations Committee volunteers are Directors Flanagan, Harrell, and Jones.

B. Refurbishing of Old Christmas Decorations - Manager Flanagan reminded Directors that in 2009 the Board agreed to channel the Installation Dinner Auction funds to the refurbishing of the old Christmas decorations which will cost a little over \$5,000.00. This cost is based on the CCWF prison doing the refurbishing work. Several civic organizations have donated funds for this project. Manager Flanagan asked if the Board would like to again this year use the Installation Dessert Auction money for decoration refurbishing.

Motion made by Director Flanagan, seconded by Director Brock, to used the Installation Dessert Auction money for the Old Christmas Decoration Refurbishing Project. Discussion followed. Motioned passed.

2.2 PROPOSED PROJECTS:

A. Manager Flanagan was instructed to get costs on Block Party from Parks & Recreation. **Director Pistoresi motioned, seconded by Director Flanagan, to apply for a Community Grant through Madera County & the Picayune Rancheria of the Chukchansi Indians for a Community Event for 2011. Following additional discussion, motion passed.**

4.0 COMMITTEES AND SIGN UP

Manager Flanagan requested that members be sure to sign up during the break for the various committees on the sheet posted on the wall. President Moss noted that these committees do require work and commitment.

- A. Business after Hours
- B. Membership/Newsletter
- C. Public Relations
- D. General Meetings
- E. Christmas Committee
- F. Golf Tournament

- G. Car Show
- H. Installation
- I. New Events

5.0 MEMBERSHIP:

5.1 EXISTING PROGRAMS

Membership Fees – Manager Flanagan noted that annual the Board determines whether or not to increase fees or keep them the same.

Motion made by Director Flanagan, seconded by Director Banks that the Membership Dues remain the same rate as the 2009 rate. Discussion followed. Motion passed unanimously.

Ribbon Cutting, review procedures – Manager Flanagan asked if the Board the procedure for ribbon cuttings need to be changed or updated. Normal days for ribbon cuttings have been Wednesday or Thursdays at 10:30 or 11:00 a.m. which normally last around ½ hour unless refreshments are served. Discussion followed with no changes needed.

5.2 PROPOSED PROGRAMS

Manager Flanagan inquired as whether any new programs should be added. Director Flanagan suggested that Directors take a group of 10-20 each from a Membership List to visit or call as an Ambassador Program. Manager Flanagan commented that also, if a Director noted a business was not a member, which would be the time to solicit new members to the Chamber. Consensus was that Manager Flanagan should mail out new member

Manager Flanagan also mentioned that the CCMA was reviewing the option to merge with the Chamber as a subcommittee. No action was being requested at this time.

6.0 CHAMBER MANAGER ROLE AND RESPONSIBILITIES

General Evaluation – Manager Flanagan noted that the By-Laws state an annual reviewed and since no review was done in 2009. Discussion followed regarding any issues that needed to be addressed. Consensus of the Board was to have President Moss due a formal evaluation and bring back the review and proposal for any changes to the Manager’s Contract to the February Meeting. Manager Flanagan requested the Board consider changing the mileage reimbursement rate to match the Federal standard rate.

Duties regarding Committees – Manager Flanagan requested that the Board review the By-Laws regarding the duties of Manager regarding Committee work. No action taken until after the Manager’s Review.

7.0 TREASURERS REPORT

Budget – 2010 Preliminary Budget was reviewed by the Board. Manager Flanagan noted she worked with Past Treasurer Fall reviewing line items to match more to 2009 actual income and expenses. Discussion followed regarding changes to income on the 2010 Installation Dinner, decreases in Employee Expenses, Member Support, Office Expenses, Minor Events, and Seminars. Manager Flanagan noted that Christmas Refurbishing should be added to the Expense column.

Motion was made by Director Pistoiresi, seconded by Director Flanagan, to make the changes to the 2010 Preliminary Budget as discussed to show a balanced budget and a final 2010 Budget to the February Board Meeting. No further discussion. Motion passed with no dissenting votes.

Audit Committee – Directors Harrell & Christoffersen volunteered to be on the 2010 Audit Committee. Treasurer Jones will follow up with Past Treasurer Fall regarding status of the audit information.

Convened to: BOARD MEETING

President Moss called the Board Meeting to convene at 11:45am. Present were President Moss, Vice President Banks, Treasurer Jones, and Directors Brock, Bump, Christoffersen, Flanagan, Harrell, and Pistoresi. Absent were Past President Scroggins and Director Chavez.

PUBLIC COMMENT – Section 2

No public comment.

CONSENT CALENDAR – Section 3

3.1 Action: Ratify Minutes and Attendance of December 16, 2010, Board of Directors meeting.
Motion made by Director Banks, seconded by Director Flanagan, to approve the Consent Calendar. No discussion. Motion passed unanimously.

CORRESPONDENCE – Section 4

4.1 Email from Charlie Altekruise, North Fork Rancheria re Chamber support reversal
Following considerable discussion consensus of the Directors was to take no further action to change the neutral position. President Moss instructed Manager Flanagan to respond back to Mr. Altekruise that the consensus was to take no action.

4.2 Darin M. Camarena Health Centers' Scholarship support.

REPORTS – Section 5

5.1 Administrative Reports

Treasurers Report:

Manager Flanagan responded to the request of Director Brock on the number of members who have not renewed 2009 dues which is 9. The Board voted in March, June, & Nov, 2009 to give time for these members to renew. Following discussion it was decided that Directors would make personal contact with member they know personally; then place on Agenda for February Board Meeting for final action.

Manager Report:

Manager Flanagan advised one new member, Bajatech Construction Co. They want to plan a ribbon cutting in mid February. Once Bajatech finishes their showroom floor, the Manager will send a notice to Directors and membership.

Manager Flanagan requested to readdress the subject of a mailbox for the Chamber due to the City downsizing and handling our mail.

Motion made by Director Bump, seconded by Director Christoffersen, to purchase a P.O. Box for Chamber mail. Discussion ensued. Motion passed unanimously.

5.2 Committee Reports

Awards & Installation Dinner:

President Moss commented that the dinner was highly successful with Ronald D. Moore's speak being

extremely well received and very heartfelt. Tentative results: Income\$10,940, Expenses, 4960, profit of \$59.80 with 179 tickets sold. Received \$100.00 for bar with Farnesi's handling the bar with less work for the Directors. The dessert auction raised \$2050 and Live Auction raised \$700.00. Manager Flanagan noted that one comment was received was a complaint that those who did not get dessert from the action should have received a dessert for the price of the ticket. Award recipients felt much honored and other comments were that the dinner was excellent. President Moss noted that following future events, the Directors are encouraged to remain to clean up the event hall. Manager Sober Grad students did an excellent job serving and clearing. Manager Flanagan reminded Directors to sign up for the committee for the Awards & Installation Dinner.

Valentine Wine Express:

President Moss said the event was well covered in the Strategic Planning session.

Maps:

Manager Flanagan reported that the colored and the fold proofs for approval. Once proofs are approved maps will be printed and available by the end of February. Manager Flanagan reminded the Board that in 2009 the Board approved giving businesses the opportunity to sell the maps for \$2.00 with a contracted cost to them of \$1.25, keeping \$.75 each for handling costs and pay the Chamber on a quarterly basis. Maps will be given to EDC

OLD BUSINESS – Section 6

President Moss asked for a volunteer to serve on the Madera County Economic Development Commission. Meetings are once a quarter from 3p-6p in Madera at the EDC office. Director Brock was appointed by the Chair.

NEW BUSINESS – Section 7

7.1 Action: Upgrade of QuickBooks:

Manager Flanagan explained that since we no longer need to update Quickbooks payroll for \$270.00 due to Simmons & Associates doing the Payroll. Since QB 2007 is ending 5/31/10, Manager Flanagan requested to not renew QB Intuit Payroll Services and purchase QB 2010 for \$199.00.

Motion was made by Director Flanagan, seconded by Director Harrell, authorizing Manager Flanagan to purchase QB 2010 instead of renewing QB Intuit Payroll Services. No discussion, motion passed unanimously.

7.2 Discussion: Manager's Annual Salary & Benefits Determination for 2010.

President Moss noted that this was handled above in the Strategic Planning minutes.

7.3 Discussion: Chowchilla Community Merchants Association becoming subcommittee of Chamber Board. Since CCMA has not approached Board formally, item was deferred.

ANNOUNCEMENTS – Section 8

8.1 Chowchilla Lions Blood Drive, February 3, Little Theater Lions Den, 4p-8p

8.2 SJV Paleontology Foundation First Annual Fund Raiser, February 4, Fossil Discovery Center, 5p – 7p

8.3 Rotary Crab Feed, February 6

8.4 2nd Annual Valentine Wine Express, February 13, depart Farnesi's at 11a

8.5 Sober Grad Sweetheart Dinner, Cornerstone Church, TBA

ADJOURNMENT – Section 9

President Moss asked for a motion to adjourn.

Motion made by Director Harrell, seconded by Vice President Banks, to adjourn meeting at 12:40 p.m. No Discussion. Motion passed.

**Respectfully submitted:
Jacki Flanagan, Manager**