



BOARD OF DIRECTORS MEETING MINUTES
Tuesday, December 15th, 2020 at 8:00 am
Zoom Meeting

BOARD MEMBERS IN VIRTUAL ATTENDANCE:

Jon Slutsky, Kristi Cannon, Lorilyn Bockelman, Tracey Jensen, Anita Hardy, Ben Parsons, Linda Kinzli, Mary Council, Ashlee Lease, Jami Sterkel, Jason Bustos, Heather Zadina

BOARD MEMBERS NOT IN ATTENDANCE:

Katie Whitman

OTHERS IN ATTENDANCE:

Mary McCaffrey, (Executive Administrator), Patti Garcia (Town Administrator), Kallie Cooper (Executive Director-Wellington Colorado Main Street)

CALL TO ORDER: 8:03 am

CONFLICT OF INTEREST: None

APPROVAL OF AGENDA:

Motion: Moved to approve Agenda
Moved: Mary Council
Second: Kristi Cannon
Vote: Approved by all present

REVIEW MINUTES

Approved

INTRODUCTION OF VISITORS – No visitors

MEMBER COMMENTS: None

TOWN OF WELLINGTON REPORT – Patti Garcia

- Patti did a short Introduction and background about herself
- Additional \$100,000 has been distributed to Wellington businesses that had previously applied for the Business relief fund. Over \$300,000 has been distributed to Wellington Businesses and an additional to nonprofits.
- The Town partnered with the Chamber and Main Street and to help fund the curbside signs for downtown Wellington.
- Provide \$65,000 through the utilities fund.
- The board of trustees approved the 2021 Budget on December 8th
- The town Steering Committee is moving on with the comprehensive plan and will be meeting in Dec and Jan and will have a draft plan after the 1st of the year to release to public for comment.
- Meeting on the 16th of December to review goals and Strategies.

MAIN STREET PROGRAM – Kallie Cooper

- New board members elected for Wellington Main Street Board: Megan Larson, Erin Rambler, Emma Hanson, Nick Redavid, and Sara Braun will start in Jan of 2021.
- New officers elected for 2021. President: Anita Hardy. Vice President: Sara Braun, Treasure: Brain Thomas and Secretary, Megan Larsen.
- Curbside signs should be in tomorrow for restaurants.
- Main Street is exploring new ideas with North forty for promo for restaurants.
- Working on annual report which should be out first week of Jan.
- Board approved a fundraising drive for main street programs to help raise money for operating cost.
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Administrator report- Mary McCaffrey

- Working on 150 invoices that will be going out for membership renewals.
- Working on updating new Member Packets for 2021, will let the membership committee talk more about the details.
- Directory is coming along and will be out by end of 1st quarter 2021
- Working with North Forty to get Wellington restaurant menus in the next edition of the paper.
- New "renewal tab" added to our website for renewing membership

CHAIRMAN REPORT – Jon

- Jon thanked the board for all their hard work this year and said a thank you for the card he received.
- Jon appointed a task force for the Directory/Annual report guide. Lorilyn Brockelman as Chair, others appointed on the committee are Lisa Christopherson, Mary McCaffrey, and Kristi Cannon.
- Jon discussed the Bylaws committee and the new reorganization task force missions for the next year. Rebranding of the Chamber has been brought up with the reorganization task force. Discussion around design and what we want it to reflect was discussed. Board agreed to start working on a new logo and rebranding.
- Kristi will be sending out member survey in Jan. Mary Council and Ashlee volunteered to help with the process.
- Election of officers, (Chair, Chair- elect and Treasure) will be held at the January board meeting.
- New Chair will renew or add task force and committees.
- Jon talked about Chair- elect position and its commitments. Asked if anyone was interested in the position. Ashlee Lease expressed an interest in running for Chair-elect.

Chair-Elect: Kristi Cannon

- Shared the strategic planning process power point slide.
- Talked about having a 1st quarter kick off team building and retreat to build out a plan for 2021.
- Kristi will be reaching out to Mike O'Connell for to get a list of facilitators for the retreat.
- Money has been budgeted for 2021 for a board retreat.

Reorganization Task Force-Anita Hardy

- Anita shared the chart of committees that the organization committee has been working on. The committee include the following:
 - Community Events, Collaborative events, Business development, Membership, Finance, annual meeting, and Promotions.
 - The chart covered what the committee has been working on with the suggestions and ideas to move forward in reorganizing the committees.
 - The committee is working on job descriptions for each committee.

TREASURER'S REPORT/FINANCE and BUDGET COMMITTEE- – Jon Slutsky

- Jon went over the draft budget and on the Balance sheet he noted that our bank balance is up 65% compared to last year. We have also added assets to the balance sheet showing an increase of \$3595.06 in assets.
- Insurance coverage was discussed on assets. Ben verified that we have \$2mm in coverage for liability and \$12,400 in furniture etc. Mary will be sending policy/contract for the copier to Ben Parsons to make sure copier is covered.

- Ben did mention that the Kinzli property insurance would not cover any assets owned by the Chamber.

COMMITTEE REPORTS

COMMUNITY DEVELOPMENT AND ACTIVITIES – Jason Bustos

- The Business Christmas lighting contest is under way. Katie Whitman, Anita Hardy and Jason will be going out Wednesday night to Judge all 10 entries decided on 1st, 2nd, and 3rd place.

BUSINESS DEVELOPMENT : Ben Parsons

- Jan-Will not have a meeting.
- Feb-Author Tab Pierce
- March-Not sure if Sandra Smyser-Superintendent of the Poudre School District will be presenting in March, Ben will follow up with School District.
- April-Tina Todd, covering HR topics.

MEMBERSHIP COMMITTEE – Linda Kinzli

- Membership committee is done with the membership letters and invoices.
- 2020 task force/highlight flyers will be done soon for the Chamber packets.
- No prorating will be done on memberships this year. 1/2 price promotion in June promoting the Chamber benefits.
- Welcome Packets-Benefit sheets are being updated. Coupons, welcome packets and use of Chamber office use have all been removed. Linda would like the board to reconsider/revisit the Chamber bringing back the Welcome packets again. There was discussion on whether we should compile the packet on line instead or do both. Suggested that we wait and see what COVID does this year and revisit.

MEETING ADJOURNED @ 10:01 a.m.