



**BOARD OF DIRECTORS MEETING MINUTES**  
**Tuesday, April 21<sup>st</sup>, 2020 at 8:00 am**  
**Zoom Virtual Meeting**

**BOARD MEMBERS IN VIRTUAL ATTENDANCE:** Kristi Cannon, Jon Slutsky, Jami Sterkel, Heather Zadina, Linda Kinzli, Mary Council, Ben Parsons, Anita Hardy, Steve Vessey, Katie Whitman

**BOARD MEMBERS NOT IN ATTENDANCE:** Aaron Gray, Heidi Cross

**OTHERS IN VIRTUAL ATTENDANCE:** Mary McCaffrey (Administrative Assistant) Kallie Cooper (Wellington Colorado Main Street Program) Kallie Houghteling-Town Administrator

**CALL TO ORDER :** 8:05 am

**CONFLICT OF INTEREST:** None

**APPROVAL OF AGENDA:**

Change: Move Business Development Committee report after Main Streets report

**REVIEW MINUTES** –Review minutes from March 17<sup>th</sup>, 2020 Chamber Board meeting-Approved as presented

**INTRODUCTION OF VISITORS** – None

**TOWN OF WELLINGTON REPORT** – Kelly Houghteling

- COVID-19 has affected operations at the town, meeting with town trustees to discuss what potential revenue or expenditures to cut or push out till next year.
- Current focus is capital expenditures and pushing those out for next year.
- Library is looking at what their new business model looks like during this time
- Town is aligning with what county is doing during COVID
- Kelly will be doing an update on COVID at tonight's Board of Trustee meeting

**MAIN STREET PROGRAM** – Kallie Cooper

- Looking at all summer events. .5K postponed to September
- She will know more on Brewfest on the 24<sup>th</sup>, may postpone until end of September
- Well-O-Rama
- New West Fest Cancelled for the year
- Signs have been going well in all the businesses
- Would like us to keep sharing Bingo, only has 4 entries so far
- Kallie will be giving a full report on behalf of Main Street to Town of Board Trustees

- at next board meeting
- All the planters downtown will be going up soon
- Planning a business Webinar 1<sup>st</sup> week of May

#### **Administrator report- Mary McCaffrey**

- Meet every Friday Morning at 10:00 am via Zoom
- Michelle, Kallie, and Mary have been attending several COVID-19 calls the last few weeks and staying updated
- Mary posting to Social media daily
- Bookkeeping-Purchased QuickBooks and successfully transferred everything over from old books and in the process of updating finances
- Training-meeting via Zoom with Kacy for additional training and any questions
- Newsletter-Working with Kacy to have newsletter out by May 1<sup>st</sup>3Guid-Should be reprinted and out by May 1<sup>st</sup>
- Coupon Book-Still deciding if we should pursue with several business still closed
- Mary Council suggested we wait till Fall/Winter for coupon books, Anita Hardy suggested making the coupon books more user friendly
- Kallie from Main Street is looking at a re-loadable gift card system that is used in Downtown Fort Collins. They use the EML payments system, maybe something we could replace Chamber bucks with instead of having two different systems out there

#### **BUSINESS DEVELOPMENT -Ben Parson**

- Networking event scheduled for May with Mike O'Connell has been rescheduled for June 2<sup>nd</sup>
- The July 7<sup>th</sup> event will be skipped due to the event falling on the day after the 4<sup>th</sup> of July holiday
- August speaker will be the Fire Department
- Ben feels that having the networking events via Zoom could be challenging for most of his speakers so he feels we should wait until things get back to normal and continue with in person breakfast networking events
- Always open for suggestions for speakers for the networking events
- Kallie suggested a speaker on E-Commerce
- Suggestions were made to do networking breakfast on Zoom and in person once Taco Johns opens back up
- Kristi will be trying to go virtual with WOW event in May

#### **CHAIRMAN REPORT – Jon**

- Keep contacting our members on our list we have had great outreach to our businesses. Jon suggested we keep calling.
- Michelle Vance suggested we ask our members how they are doing on their PPP loans and SBA loans,
- Linda Kinzli suggested we recall our members from the assigned list. Anita is calling every two weeks to check up on her members.
- Mary McCaffrey suggested to Kristi to put the member list on Google drive so we could all post our comments from our calls
- Jon mentioned that we are lucky to have our membership on a year to year membership unlike a lot of Chambers that are on a revolving membership status. We received most of our membership at the beginning of the year and are doing well with money in the bank account.
- We need to replace Mary McCaffrey's seat on the board. Possible candidates are Jason Bustos from State Farm. We have yet to hear from Jason so we will hold off until next

month to see if we hear from him. Jon is asking board members if they have anyone that might be interested to serve on the board to please give us contact information.

- Conflict of interest
  - ❖ Speaking at Board of Trustee meetings or in Public, make sure you say you are a Chamber Board member either speaking on the Chamber behalf or speaking on your behalf. You can not represent the Chamber without some direction.
  - ❖ Vendors-Its very confusing have more than one person talking to vendors. Mary McCaffrey will be the point of contact for all vendors.  
Jami mentioned that people are still reaching out to Kacy thinking she is the contact person for the Chamber. Her FB page is still showing she is the administrator. Mary McCaffrey will reach out to her to let her know she needs to change her profile.
  - ❖ Jon reached out to Mary Council and Heather Zadina, attorneys on the Chamber Board concerning conflict of interest as a board of director and employee with the Chamber.
    - ◆ Mary Council statement on the subject: The question of conflict of interest that comes up is, business transactions that benefit a director. This does not reflect with Mary McCaffrey ( Executive administrator for the Chamber) and Business going to Business Card Factory (Bert McCaffrey). However, we must be fair as a board and make sure we are getting the best fair deal. When a director is involved in a business transaction what is required by statue is that the conflict of interest needs to be exposed and set out clearly before the board to be approved and voted on or not voted on and with the director who it will benefit to abstain from the vote. If its fair to the organization, even if it's a conflict of interest it is fine.
    - ◆ Heather Zadina statement of subject: Heather noted that as an outside perspective looking in, the fact that Mary is employed with the Chamber could raised some red flags, but considering the long relationship that the Chamber has had with Business Card Factory it's clear that the Chamber is getting a good deal and good product. But she noted that if anyone had concerns, that it certainly needs to be addressed. Heather did not see an issue at this point.
    - ◆ No further discussion on the subject
- North Forty News Advertising-Proposal for 2020 trade for Chairman Circle membership  
Currently offering a 1/8th Page/Full-Color Ad / Weekly Value: \$125.00 (X 52 Annual) \$6500.00 *Events: WOW, BAHrs ads*  
  
Free Monthly Membership Promo Ad 1/4 Page Ad / Monthly Value \$225.00 (X 12 Annual) \$2700.00 *Membership recruitment and retention ad*  
  
FREE Digital Ad / Web Rectangle Ad, N40N.com / Monthly Value \$165.00 (X 12 Annual) \$1980.00 *Linked to our Site and/or Facebook Page*  
  
**Total Package value \$11,180.00**

Jon mentioned that we would still be paying another \$160 a month on top of this proposal. Kristi suggested we use our Chairman Circle members for these ads and felt it was a good deal. North Forty did mention that they would do some of the design work for us on these ads at no additional cost.

**Motion:** That we accept North Forty News proposal in exchange for a Chairman circle membership for the year 2020. Also motion that we pro-rate the exchange dollars for the year.

**Move:** Linda Kinzli

**Second:** Kristin Cannon

**No discussion**

**Vote:** Approved by all members present

- Kristi is working on a fundraiser project through American Nurses Foundation. All proceeds would go to fund not to the Chamber. American Grain Flags will be donating a wood flag with a value of \$250 for the raffle prize. Several board members suggested that we keep the funds local instead of it going to a national foundation. Kristi and Jami will work on this project to come up with ideas for our local nurses.
- When we are able to get back into our Chamber office, Jon has asked that we coordinate the use of the board room with Michelle Vance and Kallie Cooper to make sure there is no overlap or conflict. Michele Vance suggested to send her an email and cc Kallie Cooper when the board room is being requested.
- Our next board meeting in May will continue to be through Zoom. We will continue to monitor the situation to see when we can go back to the FNB basement board room.

**TREASURER'S REPORT – Katie Whitman**

- 2020 budget shared with board. New line items include Payroll for Mary McCaffrey and Professional fees of \$5000 for Kacy or other graphic design. Mary will send out correct budget with Payroll budget lines.
- Jon suggested we revisit the Budget in July as we may have a better picture of what events will look like.
- Linda K is contacting Terry Bison ranch to see what their Social Distancing will look like for our annual dinner. Linda suggested we change the date of the annual date to a later date in the year.

**Other possible Budget Items:**

- Jami Sterkel is working with CDOT and the high school for the senior banners that will be installed on the street poles. Jami has reached out to Ashley at the Fire department to see how they can help. It's all going to depend on cost of hanging and installation and contacting Excel to get permits to hang. Linda Kinzli and Anita Hardy have had experience with similar project and commented that it can be very costly. Kelly H from Town suggested we use fences around town to hang banners instead and do blue ribbons on trees.

**Committee Reports:****COMMUNITY DEVELOPMENT AND ACTIVITIES – Mary and Jami**

- Committee is still meeting monthly.
- Scheduled Cornhole for the day after Brewfest June 7<sup>th</sup>.
- Disc Golf is still on for August 29<sup>th</sup>.
- Possible wine tasting event in Oct or Nov
- Speed networking event in January or Feb of 2021
- Softball tournament changing it to September or October
- Possible Senior Prom for our Seniors when all things are back to normal
- Committee continues to meet and plan event so that they are prepared incase things go back to normal soon

**BAH/ANNUAL MEETING COMMITTEE – None Given**

**MEMBERSHIP COMMITTEE – None given**

**AMBASSADOR COMMITTEE: Non given**

**OLD BUSINESS: None**

**NEW BUSINESS: None**

**MEETING ADJOURNED:** at 10:12 am

