



BOARD OF DIRECTORS – MEETING MINUTES
LOCATION: Latitude 62'
Tuesday, February 10th, 2015 9:00am

Opening / Call-to-Order 9:03am

Presiding Patti Coleman

Board Members in Attendance:

Israel Mahay, Patti Coleman, Shawn Standley & Ron Quilliam

Others in Attendance:

Kerry Walter – Administrative Assistant
Trevor Walter

Approval of Minutes of Last Meeting as Written

- Motion to approve minutes form Jan. 8th 2015 – Ron Quilliam
- 2nd Shawn Standley
- Report Unanimously Approved

Treasurers Report: Kerry Walter

- A. Discussed YTD Budget – See attached report.

Persons to be Heard: N/A

Correspondence

- A. Experience Alaska Expo – Seattle Washington Nov. 2015
- B. Anchorage Boat Show – March 13-15th 2015
- C. Contact Kerry Walter or Beth Valentine for a detailed list of correspondence.

Committee Reports

Events Committee – Shawn Standley

- A. Post Taste of Talkeetna Report - See Attached Report
 1. Only Shawn Standley attended meeting.
 2. Discussed possibly increasing either the amount of tickets sold or the cost of the tickets.
 3. Discussed paying a flat a dollar amount to chamber instead of % for printing costs.

4. Discussed if the bars and restaurants are both getting paid fairly for the event?
5. Shawn Standley will bring his report to general meeting.
6. We need to find out how much restaurants make from this event?
7. Shawn Standley would be willing to meet with restaurants and bars two months before the next Taste of Talkeetna.

Membership & Community Relations – Kerry Walter

A. Membership Drive

1. We are doing better this year than last year at this time.
2. Voted on final date all unpaid members will be put on suspend status.
 - Motion to take all unpaid members off the website on February 17th, 2015 as stated in the newsletter. – Israel Mahay
 - 2nd Ron Quilliam
 - All Unanimous
3. Kerry Walter will send newsletter out to members.

Scholarship Committee – Kerry Walter

A. Geri Denkewalter is heading up the Scholarship Committee.

1. Geri will get info to the school and radio and Facebook, Frontiersman, and post office.
2. Dead line for applications is April 25th 2015.
3. Applicants must live in the Susitna Valley High School attendance area, be graduating this year (homeschoolers are invited to apply) or be returning to post-secondary education (need to be currently living in SVHS attendance area but not necessarily a local graduate).
4. Ron Quilliam & Cory Kilchrist have agreed to be on the Scholarship Committee.

Marketing & Tourism Committee – Israel Mahay

A. Discussed marketing meeting. – See attached report.

1. Dora Miller will help us pick out a good camera.
2. Trevor Walter will be creating business card design.
3. Discussed upping our membership listing on Visit Anchorage Guide.
 - Motion to up our membership level by a \$100.00 for our website listing on Visit Anchorage. – Israel Mahay
 - 2nd Ron Quilliam
 - All Unanimous
4. Shawn Standley will fill out the narrative for Visit Anchorage listing.

Budget Report – Kerry Walter

1. Audit on hold
2. Intuit (Quickbooks) was higher this month \$26.95 from \$21.56.

Mat-Su CVB Report – Israel Mahay

1. Main goal of the MSCVB is getting the Gateway Visitors Center up and going.
2. Second goal is getting the Southside Denali Visitors Center up and going.

TCC Report – N/A

Old Business

- A. The Talkeetna Beautification Project - Update at Feb. 12th General Meeting

New Business

A. Alaska Sportsman Shows

1. Need to find volunteers for each of the Sportsman shows.
 - Mat-Su Outdoorsmen Show - March 27, 28, & 29th
 - Anchorage Outdoorsmen Show - April 2,3,4 & 5th
 - Fairbanks Outdoorsmen Show - April 17, 18, & 19th
2. Kerry & Trevor Walter, Patti Coleman & Ron Quilliam volunteered to help with the shows.
3. Patti Coleman will gather the giveaway prizes from our members.
4. Patti Coleman will get name badges for volunteers.
5. The prizes donated the chamber for the sportsman shows.
 - Malays' Jet Boat Adventures – will give away a Wilderness Jet Boat Safari for 2 at each of the three shows.
 - Denali Overlook Inn will give away a one-night stay for 2.

B. Live @ 5 Sponsorship

1. Looking for Sponsors
2. Tennelle Peterson is willing to help with this event.

C. Google Analytics

1. Trevor Walter shared a detail Google Analytics report with the board.
2. We will share this report at the general meeting.

D. Hudson Fly-In

1. Discussed support this event financially.
 - Motion to sponsor this event at the Silver \$250.00 level. – Israel Mahay
 - 2nd Shawn Standley
 - All Unanimous
2. Discussed if we would have a booth at event.
 - Motion to not set up a booth this year. – Ron Quilliam
 - 2nd Shawn Standley
 - All Unanimous
3. Kerry Walter will call to see if they need a copy of our logo.

E. Business Cards

1. Discussed including a QR code on the back of the business cards.
2. Voted to accept business card design.
 - Motion to accept business cards with the flowers on it and the QR code on the back. – Shawn Standley
 - 2nd Israel Mahay
 - All Unanimous
3. Discussed where we should get them printed.
 - Will try and have them printed with a local company.
4. Israel Mahay will find the best price for printing.
 - Motion to spend up to \$100.00 on business cards. – Israel Mahay
 - 2nd Shawn Standley
 - All Unanimous

F. Road Construction Report

1. There will be road construction this summer that will affect travel.
2. See Attached report for more info.

Upcoming Meetings & Announcements

- **Feb. 12th** - Chamber General Meeting at Denali Brew Pub (6:30pm social). *Guest speaker will be:* Dora Miller will be speaking about the benefits of social media.
- **Feb. 27th** - Mat-Su Outdoorsmen Show - Feb. 27th-March 1st 2015.
- **Mar. 10th** – Chamber Board Meeting at 9:00am at The Roadhouse.
- **Mar. 12th** – Chamber General Meeting at Meandering Moose Lodge (6:30pm social). *Guest speaker will be:* John Klapperich will be speaking about small business.
- **April 2nd** - Anchorage Outdoorsmen Show - April 2nd-5th 2015.
- **April 7th** - Chamber Board Meeting at 9:00am at Latitude 62’.
- **April 9th** - Chamber General Meeting at NSI (6:30pm social). *This will be our Non-Profit Roundup.*
- **April 17th** - Fairbanks Outdoorsmen Show – April 17th-19th 2015.
- **May 12th** - Chamber Board Meeting at 9:00am at The Roadhouse.
- **May 14th** - Chamber General Meeting at Upper Susitna Senior & Community Center (6:30pm social). *This will be our 1 Minute Sound Off*

Adjourned: 10:29am (February 10th, 2015)

Minutes respectfully submitted by:
Kerry Walter
Administrative Assistant
Talkeetna Chamber of Commerce

