



BOARD OF DIRECTORS – MEETING MINUTES
LOCATION: Talkeetna Roadhouse
Tuesday, May 12th, 2015 9:00am

Opening / Call-to-Order 9:07am

Presiding Beth Valentine

Board Members in Attendance:

Patti Coleman, Ron Quilliam, Stephanie Smothers & Beth Valentine

Others in Attendance: Christina Overture, Trevor Walter & Sassan Mossanan
Kerry Walter – Administrative Assistant

Approval of Minutes of Last Meeting as Written

- Motion to approve minutes from March 10th 2015 – Patti Coleman
- 2nd Stephanie Smothers
- All Unanimous

Treasurers Report: – See attached report.

- Motion to accept Treasure's Report – Patti Coleman
- 2nd Ron Quilliam
- All Unanimous

Persons to be Heard: Sassan Mossanan –

1. Came to talk about a strategic plan for the chamber.
 - a. Paid position for an Executive Director
 - b. Chamber try to get a seat on the TKA Community Council
 - c. Spud should be reviewed every 2 years.
 - d. Suggested a guest speaker Dale Fox come and speak with us about running an efficient chamber.

Correspondence

- A. Kathy Stoltz Letter to Board about the website.
 1. Moved to new business.
- B. Hudson Memorial Fly-In – Saturday & Sunday, May 16th & 17th 2015
 1. The Fly in still looking for volunteers contact Sarah at Above Alaska Aviation.
 2. We will send out a newsletter about this.

- C. Talkeetna Alaskan Lodge Scavenger Hunt – May 15th from 4:00-7:00pm.
- D. Talkeetna Alaskan Lodge Vendor Fair – May 12th from 10:00am- 4:00pm.
- E. Talkeetna Alaskan Lodge open to public – May 18th
- E. Contact Kerry Walter or Beth Valentine for a detailed list of correspondence.

Committee Reports

Events Committee – Beth Valentine & Kerry Walter

- A. Live @5 – Fridays in the Village Park starting June 5th – Sept. 4th 2015
 - 1. We have \$7750.00 in commitments.
 - 2. Send a check to DAC
 - 3. We have gotten all the logos from the business who have sponsored.
 - 4. Resend invoices to any unpaid invoice.
- B. Moose On Parade
 - 1. Registration forms are available, pick up from Beth Valentine & Geri Denkwalter & on our website and DAC's website.
 - 2. Committee Meetings have been going well.

Membership & Community Relations – Kerry Walter

- A. Membership Drive - See attached report
 - 1. 157 members
 - 2. We will be sending out newsletters to members this summer.
 - 3. We will be contacting all members to make sure the billing info is correct.
 - 4. We will be contacting business about any specialty accommodations or services they offer.
 - 5. We will collect and taking photos of Talkeetna, events, business, activities for the “101 Reasons to Visit Talkeetna” Facebook campaign.
 - 6. Membership Dues
 - Motion to raise membership dues – Patti Coleman
 - 2nd Ron Quilliam
 - Unanimous

Scholarship Committee – Kerry Walter

- A. We awarded \$2400.00 in scholarship money.
 - 1. The winners were Dawson Matthews - \$1000.00
 - 2. Heidi Holcomb - \$700.00
 - 3. Heidi McKee - \$700.00

Marketing & Tourism Committee – N/A

Beautify Talkeetna Project – Beth Valentine

- A. Need clarification on Spud rules and regulations.
- B. Working on Parking Signs

Mat-Su CVB Report – N/A

TCC Report – Beth Valentine

- A. Recycling Project
 - 1. All the money for the trash receptacles have been received.
 - 2. A contractor has been hired to convert the receptacles into 3 bins and then the borough will have to approve it.
 - 3. The ownership still need to be determined.
 - 4. Encourage individual businesses to get bear proof containers.

5. Discounts can be found at AIH for Talkeetna Businesses.
6. Borough may be closing dump.
7. Email Butch Shapiro at the borough or the TKA Community Council to voice your concerns.

Old Business

A. The Alaska Sportsman Shows

1. We gave away 500 ice cream coupons at the Fairbanks Outdoor Show.
2. Send Shirley Ingman a thank you card for donating to ice cream.
3. There was an increase of 500 attendees at the Fairbanks Outdoor show.

Motion to extend meeting 30 minutes Patti Coleman

2nd Ron Quilliam

Unanimous

4. The emails from the three sportsman shows have all been entered.
5. We discussed that we need to verify the amounts of the stipends for each of the sportsman shows.
6. We specified the purpose of the stipends for the sportsman shows is to encourage the members to volunteer their time at the shows.
7. Moved this topic to marketing committee who will meet next fall.

B. Picnic Tables

1. Lowes will put them together and deliver them.
2. Moore's Hardware will donate the stain for tables.
3. We will stain at Beth Valentines
4. We have several young teens that will stain the tables.
5. Waiting on quotes from several companies on the plaques.
6. Contact businesses about where we are placing the tables in town.

New Business

A. Vote in New Member – Susitna River Trading Company & Associate Christina Overturf

- Motion to approve new member – Stephanie Smother
- 2nd Patti Coleman
- All Unanimous

B. River Front Clean Up

1. Asked for volunteers to help with the River front Clean up
 - a. K2 Aviation volunteered for first clean up in May.
 - b. Reminded businesses to bring your own bags.
 - c. Type up dates for River Front Clean Up

Motion to extend meeting 15 minutes Stephanie Smother

2nd Patti Coleman

Unanimous

C. Google Report - See Report

D. Kerry Walter – Future Projects

1. Research what other chambers around the state offers their members for services & where do they spend their money.
 - a. Gather ideas about future marketing strategies.
 - b. How we can better server our members.

c. What we should be charging our members.

2. We will wait on researching rental space for the chamber.

E. Website

1. Discussed having a new website designed that is mobile friendly.
2. Google has set new rules about sites that are not mobile friendly.
3. We will lose our mobile traffic without a mobile friendly site.
4. New website will cost \$10,000.00 to \$15,000.00
5. We will ask for quotes for a new website design.
6. We can add Google Maps to member's individual listings.
7. Update the summer and winter pages on current site.
8. Update membership Application on current site.

Motion to extend meeting 15 minutes Patti Coleman

2nd Ron Quilliam

Unanimous

F. New Membership Dues

1. Board Discussed raising membership fees for 2015-2016
2. Purpose to bring in additional money so we can afford to make necessary changes and pay for upcoming expenses such as new website that is mobile friendly, renting a building, hiring an Executive Director or a paid Chamber President position.
 - Motion to raise the General Membership to \$100.00, the Web Link feature to \$75.00, Email Inquiry feature to \$50.00, Non-profits to \$65.00, Associates to \$50.00, New Map feature at \$25.00, and \$25.00 per sportsman show. – Patti Coleman
 - 2nd Stephanie Smother
 - Unanimous

Upcoming Meetings & Announcements

- **May 14th** - Chamber General Meeting at Upper Susitna Senior & Community Center (6:30pm social). *This will be our 1 Minute Sound Off*
- **May 15th - 17th** -Cliff Hudson Memorial Fly In
- **June 5th** - Live at Five fro 5-7pm
- **July 4th** - Moose on Parade starts at 12:00pm

Adjourned: 11:34 am (May 12th, 2015)

Minutes respectfully submitted by:

Kerry Walter

Administrative Assistant

Talkeetna Chamber of Commerce

