



BOARD OF DIRECTORS – MEETING MINUTES
LOCATION: Latitude 62'
Tuesday, September 15th, 2015 9:00am

Opening / Call-to-Order 9:04am

Presiding Beth Valentine

Board Members in Attendance:

Patti Coleman, Ron Quilliam, Stephanie Smothers, Shawn Standley, Dora Miller, Israel Mahay & Beth Valentine

Others in Attendance: Larry Dearman & Lana Covert

Kerry Walter – Administrative Assistant

Approval of Minutes of Last Meeting as Written

- Motion to approve minutes as corrected from May 12th 2015 – Stephanie Smothers
- 2nd Israel Mahay
- Unanimous

Approval of Minutes of Summer 2015 Special Sessions on 6/15/15 & 7/23/15 as Written

- Motion to approve summer special sessions 2015 – Patti Coleman
- 2nd Dora Miller
- Unanimous

Treasurers Report: – See attached report.

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

Persons to be Heard: Larry Dearman & Lana Covert

1. Larry Dearman came to talk about the challenges with finding volunteers.
 - a. Suggested starting a Volunteering Association.
 - b. Those who participate would be eligible for discounts at the local businesses.
 - c. Board moved this to new business.

2. Larry Dearman also shared with us the outcome of the Mat-Su borough and our local firefighters.
3. Lana Covert from Alaska Dispatch News (AND) came to share some new ways for the chamber and the local businesses to advertise.
 - a. ADN is #1 newspaper both online and off and reaches 67% of the adults in AK.
 - b. Newspaper has 40,000 papers delivered daily.
 - c. Online version receives 200,000 weekly views and 12 million monthly views.
 - d. Extended digital marketing available only for businesses in AK, which targets 3rd parties.
 - e. Advertise in the Alaska Aviation Magazine (deadline Tuesday Sept. 22nd).
 - f. Advertise in the Summer Visitors Guide.
 - g. They have started working on social media.
 - h. Non-profits can advertise for a discount of 20%.
 - i. Board decided to move this item to the Marketing Committee.

Correspondence

- A. Letter to Board about Live @ 5.
 1. We will discuss her concerns at the first Live @ 5 Committee Meeting.
- B. NPS – free entrance into any National Park for all 4th graders and their families.
- C. Public Notice from The MSB about the road construction project at the Su-Valley High School.
- D. Email from the manager at the Trapper Creek Inn about the email inquires.
 1. We discussed this as a board and decided to bring this to the general meeting for further discussion.

Committee Reports

Events Committee – Beth Valentine & Kerry Walter

- A. Live @5
 1. We received one complaint.
 2. Beth Valentine will meet with the committee – date not yet set.
 3. Businesses slow down from 5-7pm during this event.
- B. Moose On Parade
 1. The moose auction brought in \$5700.00
 2. This was split between Talkeetna Chamber of Commerce, Denali Arts Council & Talkeetna Historical Society and each received \$1800.00 after expenses.
 3. Auctioneer was unacceptable and we will never hire him again.
 4. We made \$1095.00 from the dunk tank and then gave \$20.00 to our helper Nicolas Sousa.

Membership & Community Relations – Kerry Walter

- A. Membership Drive - Invoices were sent out on Aug. 3rd and Sept. 1st 2015**
1. We have around a 157 members
 2. We have 32 members who have decided to utilize the new interactive Google Map.
 3. We have 11 members who have decided to pay for all three of the 2016 Sportsman Shows.
 4. Town and Trail Map & Membership Dues
 - Motion to set a deadline for dues to be paid by Dec. 31st 2015 for members to be included on the revised printed Town and Trail Map.
– Shawn Standley
 - 2nd Patti Coleman
 - Unanimous

Scholarship Committee – Kerry Walter

- A. We awarded \$2400.00 in scholarship money.**
1. We sent checks to all three winners, Dawson Matthews, Heidi Holcomb & Heidi McKee.

Marketing & Tourism Committee – Kerry Walter

- A. We formed a marketing committee with the following volunteers, Shawn Standley is the chairman, Israel Mahay, Beth Valentine, Patti Coleman & Kerry Walter.**
- B. Beth Valentine will call Trisha Costello and ask her if she would like to be involved.**
- C. The first Committee meeting will be Monday Sept. 28th at 10:00 am at the library.**
1. Committee will call the library and book the conference room.

Beautify Talkeetna Project – Beth Valentine

- A. We received \$500.00 from Talkeetna Community Council and \$250.00 from the VFW for a new “Welcome to Talkeetna” Sign.**
- B. Working on Parking Signs**
- C. We will be discussing this topic further.**
- D. Kerry Walter will check on when we voted on the new “Welcome to Talkeetna” Sign.**
- E. Looking for a place to store our picnic tables.**

Mat-Su CVB Report – Israel Mahay

- A. Shared that the number for the bed taxes this year were up by about 1%.**
- B. On Thursday Sept.17th 2015, MSCVB will be hosting a Mayoral Candidate lunch and discussion at 12:00pm at Evangelo’s.**
- C. Cost for lunch is \$15.00**

TCC Report – Beth Valentine

- A. Beth Valentine highlighted some of the topics that were discussed over the summer such as, traffic issues, aviation issues, water & sewer issues, & dyke issues.**
- B. We discussed having a board member attend future TTC meetings and being more involved with the TCC when issues could affect commerce such as drafting letters.**
- C. The next TTC meeting will be on Monday Oct. 5th 2015 at 7:00pm and Beth Valentine will attend.**

Old Business

A. New Website

1. Moved to Marketing Committee

B. Executive Director, Paid Presidents Position, Rental Building

- Motion to table all three issues until next month after the Dale Fox Seminar. – Ron Quilliam
- 2nd Shawn Standley
- Unanimous

Motion to extend meeting to 11:00am – Shawn Standley

2nd Stephanie Smothers

Unanimous

New Business

A. Vote in New Members – Alaska Off Road Adventure, Antler Outpost & Talkeetna Love-Lee Cabins.

- Motion to approve new member – Patti Colman
- 2nd Ron Quilliam
- Unanimous

B. Welcomed to our new board member Dora Miller.

1. Discussed that the following board members position are up elections.
 - a. Israel Mahay & Ron Quilliam are running again & Beth Valentine is not running again.
2. We will announce that we are looking for new board members at the General Meeting.
3. Discussed contacting Princess, Talkeetna Alaskan Lodge & MSCVB to see if they would be interested in having a representative on the board.
 - a. Israel Mahay, and Beth Valentine will contact, Princess, Talkeetna Alaskan Lodge and MSCVB.

C. 2015/16 Budget

1. We formed a committee with the following volunteers; Stephanie Smothers is the chairman, Beth Valentine, Kerry Walter and Shawn Standley.
2. We will ask for more volunteers at the General Meeting.
3. The committee meeting will be Wednesday, Oct.14th at 10:00am at K2 Aviation.

D. 2015/16 Audit

1. We formed a committee with the following volunteers; Beth Valentine is the chairman, Stephanie Smothers & Kerry Walter.
2. The committee meeting will be Monday, Sept.21st at 9:30am at K2 Aviation.
3. We will ask Kathy Stotlz if she will be on the committee.
4. We will ask for more volunteers at the General Meeting.

E. Taste of Talkeetna

1. Will be Saturday, December 12th 2015.
2. We formed a committee with the following volunteers; Beth Valentine is the chairman & Shawn Standley.
3. Committee will ask Anita Golton if she will be on the committee.
4. We will ask for more volunteers at the General Meeting.

F. Annual Fall Banquet

1. Will be Friday, October 16th 2015 at 6:00pm.
2. We formed a committee with the following volunteers; Kerry Walter is the chairman Beth Valentine, Ron Quilliam, Patti Coleman & Israel Mahay.
3. First committee meeting will be Wednesday, Sept. 16th 2015 at 9:45am at Denali Overlook Inn.
4. Discussed auctioneers

G. Winter Fest

1. The Motorized Parade of Lights will be Friday, December 4th 2015 at 6:00pm on Main Street.
2. We formed a committee with the following volunteers; Patti Coleman is the chairman Beth Valentine, Ron Quilliam Stephanie Smothers & Israel Mahay.

H. Seminar with Dale Fox

1. Board members will look over the notes for Dale Fox and add their thoughts and comments.
2. The seminar will be Monday, Oct. 12th 11:00am-6:00pm & Tuesday, Oct. 13th 11:00am-4:00pm.
3. We will invite anyone who is planning on running for the Talkeetna Board of Directors.

I. Maps

1. We have enough old maps that we will not need to order any more until after the new ones are created.
2. The maps can be found at the Bead Berry Patch.
3. We will need to form a committee.
4. We will ask members to be on the committee.

J. Unfinished New Business

- Motion to table the State and Borough Licensing, Web Analytics, September Meeting Date, Internet Idea, and Marketing with AND until the Oct.6th 2015 Board Meeting.– Shawn Standley
- 2nd Patti Colman
- Unanimous

Upcoming Meetings & Announcements

- a. Sept. – 17th 2015 General Meeting at Talkeetna Library with Guest speaker Anna Jolley from Sunshine Clinic (6:30pm social).
- b. Oct. – 6th 2015 Board Meeting at Talkeetna Roadhouse at 9:00am
- c. Oct. – 12 & 13th “Strategic Planning Seminar with Dale Fox”
- d. Oct. – Fall Banquet – Friday, October 16th 2015 at 6:00pm.

- e. Nov. – 10th 2015 Board Meeting at Latitude 62' at 9:00am
- f. Nov. – 12th 2015 General Meeting at Swiss Alaska Inn with Guest speakers Katie Conway & Tim Leach from AK Energy Authority (6:30pm social)
- g. Dec. – Parade of Lights – Friday, December 4th 2015 at 6:00pm on Main St.
- h. Dec. – 8th 2015 Board Meeting Talkeetna Roadhouse at 9:00am
- i. Dec. – 10th General Meeting (Christmas Party) at Susitna River Lodge
- j. Dec. – Taste of Talkeetna - Saturday, December 13th 2015.
- k. Jan. – 12th 2016 Board Meeting at Latitude 62' at 9:00am
- l. Jan. - 14th 2016 General Meeting at Latitude 62' (6:30pm social)
- m. Feb. - 9th 2016 Board Meeting at Talkeetna Roadhouse at 9:00am
- n. Feb. - 11th 2016 General Meeting at Talkeetna Library – Non-Profit Roundup (6:30pm social)
- o. Mar. – 8th Board Meeting at Latitude 62' at 9:00am
- p. Mar – 10th General Meeting at Talkeetna Roadhouse (6:30pm social)
- q. Apr. – 12th Board Meeting at Talkeetna Roadhouse at 9:00am
- r. Apr. – 14th General Meeting at NSI (6:30pm social)
- s. May – 10th Board Meeting Latitude 62' at 9:00am
- t. May – 12th General Meeting at Upper Susitna Senior Center - 1 Minute Sound Off! (6:30pm social)

Adjourned: 11:04 am (September 15th, 2015)

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