



**TALKEETNA CHAMBER OF COMMERCE
GENERAL MEETING MINUTES**

Denali Brew Pub (Twister Creek)
Thursday, Feb. 12th, 2015, 6:30pm Social

General Meeting Begins: 6:57pm

- President Beth Valentine

Members in Attendance: Beth Valentine, Israel Mahay, Patti Coleman, Shawn Standley & Ron Quilliam

Additions to Agenda:

Approval of Minutes of Last Meeting as Written

- Motion to approve minutes with one correction from Jan.8th 2015 – Beth Valentine
- All Unanimous

Treasure Report: Kerry Walter

- A. Shared YTD Budget – See attached report.
- B. Discussed the possibility of putting money into our Money Market Account.
 1. A motion was made to move money to the Money market Account.
 - a. The motion was tabled until the next Board Meeting March 10th 2015.

Persons to Be Heard:

- A. Trevor Walter – Road Construction – See Report.
- B. Jenny Krepel – Culvert Issue
 1. Railroad will not fix existing culvert and plans to put in a larger one next to it.
 2. A larger culvert will flood more of downtown Talkeetna.
 3. Watch for TTC meeting about this topic.

Correspondence:

- A. National Park Celebrate Winter Feb. 26th- Mar. 1st 2015
- B. Experience Alaska Expo in Seattle, Washington, Nov. 13-15 2015
- C. Mat-Su Outdoorsman Show – Door Prizes – on March 29th 2015
- D. Contact Kerry Walter or Beth Valentine for a detailed list of other correspondence.

Committee Reports:

Events Committee – Beth Valentine

- A.** Post Taste of Talkeetna Meeting - See attached report
 - 1. Shawn Standley was the only one in attendance.
 - 2. Shawn Standley shared his thoughts about the Taste of Talkeetna Event.
 - 3. It was suggested maybe we can auction off the last couple of tickets to make more money from this event.

Membership & Community Relations – Beth Valentine

- A.** We have increased our membership numbers.
- B.** Tuesday Feb. 17th 2015 is the final date to pay your membership dues be for being placed on suspended status.

Scholarship – Beth Valentine

- A.** Geri Denkwalter 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 (homeschool is 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 – Israel Mahay

- A.** Announced to members that we have created a new business card design with the help of Trevor Walter.
 - 1. Thank you to Kelly Mahay for the photo on our business card.
 - 2. Israel Mahay is going to find us the best deal on a local printer
 - 3. The budget is up to \$100.00
 - 4. The business cards will be available to all business members to hand out.
- B.** Announced they we have raised up our Visit Anchorage membership level by a \$100.00 for our website listing.

Budget Report – Beth Valentine

- A.** We will try to schedule one next week after we Stephanie Smother which day works best for her.

DAC Bathroom Report – Colleen Coulon Love – See Report

- A.** Jenny Krepel & Israel Mahay will talk to business about donations.
- B.** Goal to keep bathrooms open 9:00am to 6:00pm.
- C.** Looking for donations to support keeping the doors open and clean.

MSCVB Report – Israel Mahay

- A. Main goal of the MSCVB is getting the Gateway Visitors Center up and going.
- B. Second goal is getting the Southside Denali Visitors Center up and going.
- C. A suggestion was made that as a board we be advocates of the Southside Visitor Center.
- D. The bed taxes were less in 2014 because Princess had one less large ship and the two smaller ships they replaced it with was not equal.

Talkeetna Community Council Report – Beth Valentine

- A. We announce the results of the TPAC meeting.
 - a. No commercial use on either Christiansen or Fish Lake.
 - b. TCC supported their decision.
 - c. We sent a letter to TCC. MSCVB, Mat-Su Borough in support of allowing commercial use on these lakes.

Old Business:

- A. Talkeetna Beautification Project
 - 1. We have been working with DOT on the new sign.
 - 2. We received 12 picnic tables for Lowes of Wasilla.
 - 3. Next meeting TBA.
 - 4. Patti Coleman, Shawn Standley, Ron Quilliam & Israel Mahay all volunteered to be on this committee.

- B. Visit Anchorage & MSCVB Luncheons
 - 1. Encouraged our members to attend these meetings.
 - Visit Anchorage Luncheon is Feb. 19th at 12:00pm and will be held at Dena'ina Civic and Convention Center in Anchorage.
 - Mat-Su CVB Membership Luncheon is Feb. 20th at 12:00pm and will be held at the Government Peak Chalet in Palmer.
 - Any chamber member wishing to attend either of these events and is willing to give a report at the next Chamber meeting, will get their "Lunch" paid for by The Talkeetna Chamber of Commerce.

- C. Town Maps
 - 1. We ordered 6000 more they will be ready for pick up on Feb. 19th 2015.
 - 2. Cost will be \$1640.36

New Business:

- A. Voted in new member N2 Alaska
 - 1. Motion to vote in as a new member N2 Alaska – Dora Miller
 - 2. All Unanimous

B. Alaska Outdoor Shows

1. Looking for volunteers to represent Talkeetna.
2. Asked member if any of them would like to donate prizes for the shows.
 - a. Beadberry Patch & Denali Brew Pub volunteered to give prizes at GM.
 - b. Mahays' Jet Boat Adventures & Denali Overlook Inn volunteered to give prizes at BM.
3. The dates of the sportsman shows are:
 - Mat-Su Outdoorsmen Show - Mar. 27th-Mar. 29th 2015.
 - Anchorage Outdoorsmen Show - April 2nd-5th 2015.
 - Fairbanks Outdoorsmen Show – April 17th-19th 2015.
4. Announce that we will be giving out several prizes at the Mat-Su & Anchorage shows.
5. Announced we may give out free ice cream coupons at the Fairbanks show.
6. Put the Sportsman Shows on the next newsletter.

C. Live @ 5

1. The first concert will be Friday June 5th 2015 and will run through Friday Aug. 28th 2015.
2. Thank you to Tennelle Peterson for volunteering to help with this event.
3. Asked if any members would like to sponsor this event and at what level.
 - a. \$1000.00 – Gold
 - b. \$500.00 – Silver
 - c. \$250.00 - Bronze
 - Mahays & Subway have volunteered to sponsor this event.

D. Google Analytics – See Report

1. Thank you to Trevor Walter for the Google Analytics Report.
2. In depth conversation about analytics.
3. Discussed putting Google Webmaster tools on the website.
 - a. Motion to spend \$150.00 on getting Google Webmaster Tools on the website if Trevor Walter cannot get it done for free. – Patti Coleman
 - b. All Unanimous

E. Hudson Fly-In

1. Chamber has decided to support this even with a \$250.00 donation.
2. Chamber voted not to have a booth space this year.
3. We encouraged our members to support this event.
4. We will write them a check.

E. Mat-Su Frontiersman - See Fliers

1. The Frontiersman would like to run a dedicated Talkeetna page in the Sunday paper through the summer if there was enough interest.
 - a. The TKA page would run 16 weeks during summer of 2015.
 - b. They shared the pricing to advertising options.
 - c. Free building of ads / Split ads
 - d. See fliers for more info.
2. The Frontiersman also had info about their Visitors Guide.

Upcoming Meetings & Announcements

- **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.
- **March 27th** - Mat-Su Outdoorsmen Show - Mar. 27th-29th 2015.
- **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*

Adjournment: 8:05pm (February 12th, 2015) – Motion Israel Mahay

Minutes respectfully submitted by:

Kerry Walter

Administrative Assistance

Talkeetna Chamber of Commerce