

**Chamber of Commerce in Culver**  
**Board of Directors Meeting February 27, 2007**

Members of the board of directors of the Chamber of Commerce in Culver met at The Culver Coffee Company at 7:30 AM, February 27, 2007. Present were: Greg Fassett, Ralph Winters, Ben Schaller, Rick Tompos, Scott Huberty and Judi Dodge. Bobbie Ruhnow, secretary, was also in attendance.

Fassett opened the meeting at the appointed time reminding members of the importance of the March 6, dinner meeting. The budget will be presented for approval and the speaker will be Winters on the Ethanol project in Marshall County.

**Marketing Committee Report**

The marketing committee composed of Fassett, Dawn Minas, and Dodge met to research the idea of publishing a pamphlet similar to one published by the Chamber some years ago. The publication would showcase the Culver community's assets and could be a tool to encourage new members. Directors agreed it could be posted on our web site and Tompos suggested the issue could be printed courtesy of St. Joseph Regional Medical Center printers. Fassett requested the membership application be put on line and Ruhnow confirmed it was. He also emphasized person to person contact was important to enlist new members as well as encourage previous members to rejoin.

The committee suggested a Spring/Summer invitational event. Suggested venue would be to hold the event at the Mystic Hills Golf Course on a Friday or Saturday night in latter May or early June. Targets would be prospective seasonal members of the lake community in addition to welcoming new and current members. Sponsors would be solicited for the upscale evening gala. Tompos suggested a laminated card (business) with a calendar of local and Academies special occasions to be used as a handout. Schaller and Jon Guenin are coordinating the community calendar to be posted on the web site.

Also suggested, was a having the Chamber's Awards Night held earlier in the year, possibly in September. A similar pattern to the Spring/Summer event where sponsors would be solicited would be used. It was suggested that this could be a forum for fundraising for the Chamber if enough sponsors could be encouraged. It would be similar to the St. Joseph Regional Medical Center's annual awards dinner. A co-sponsor for one of the events was suggested. Culver's Second Century Committee with its goal of establishing the West Jefferson Street Gateway would be an ideal co-partner, directors agreed. Medallion Cabinetry may also be approached for sponsorship for one of the galas.

Ruhnow said she felt it was important for the Chamber to have a project goal for any fundraising effort. Showcasing the project at the fundraising event could encourage donations. Including the SCC gives a broader base of potentially

interested persons she noted. Schaller noted that it was important to have a strong core of supporting paid members.

The publicity committee should meet soon Fassett announced and be ready to make a report at the March board of directors' meeting. The pamphlet should be ready for presentation at the March meeting.

### **Membership**

To date, 25 members have paid for 2007. There are several new potential members interested including Wilson Metal Products, Diva Shop, and Fassett's daughter who is an interior designer.

### **Top Ten Banquet**

Dodge and Minas will work with Donna Schwartz on the details of the Top Ten. Chamber members will be encouraged to attend to support our recognition of students and teachers. Co-hosts with the Kiwanis Club of Culver, sponsors, Millers Merry Manor and Coca-Cola will be asked for a larger donation toward the evening. Winters pointed out that the Top Ten Banquet was instituted to recognize student achievements, teachers' influence, give an opportunity for the community to meet Chamber members and possibly, encourage new membership.

### **Membership Logo**

Ruhnow gave directors the information from Bowen Printing on membership transparencies. The cost is approximately \$1.21 each for a one-color sticker. Directors approved ordering 125. The transparency will have the Chamber logo with the word "Member" above and "2007" below (in blue).

### **SCC Report**

Tompos reported that the "Gateway Sub-Committee of the SCC Jefferson Street Entrance" had met with local owners of the land involved with a view toward allowing easement for all utilities. A TIF grant will be solicited to improve the area toward interested businesses. There will be signage similar to the Gateway sign on SR 10 and 17.

Bobbie Ruhnow  
Executive Secretary