

Chamber of Commerce in Culver
Board of Directors' Minutes – December 11, 2007

The Chamber of Commerce board of directors meeting convened at 7:30 AM at the Culver Coffee Co. with the following members in attendance: Mike Stallings, president, Greg Fassett, vice-president, Ben Schaller, treasurer, Dick Brantingham, Ralph Winters, Dawn Minas and Rick Tompos. Also present were Sean McDermott, town manager, Judi Dodge, past president, and Bobbie Ruhnnow, executive secretary.

New Business

Stallings said the first order of business was to establish four or five primary goals for the Chamber to accomplish in 2008. The following issues were discussed as important to accomplish in 2008.

a. Destination Culver

Dodge noted that the production, maintaining the mailing list, and assembling the newsletter for mailing had become too large for one or two people to manage. Ruhnnow said that Esther Miller would no longer maintain the mailing list, which is in a McIntosh file. Esther has done this for several years as payment in kind for her articles. This list generates the labels for mailing and is a combination of merchant contacts, Chamber membership, Lake Directory, and tourist expressed interest. Ruhnnow agreed to generate the envelopes for the next year, but asked that assistance be given after that time in maintenance of the list and printing of envelopes.

Assistance is needed in securing the articles in a timely fashion. The optimum goal is 20 to 22 articles to maintain an 8-page publication.

There was discussion of possible partnering with the Culver Citizen as an insert.

Schaller suggested a coupon for an associate membership to be placed on the front page of the newsletter. After discussion, it was agreed that non-business membership would be offered at \$75, which is in line with present policy of private, non-business memberships currently in effect.

Decision: 1. Keep current format. 2. Coupon for membership/address change. 3. Tompos will contact Esther for address list and try to convert it to PC format. Mailings projected as May 1, 2008 and Oct. 1, 2008. April 15, 2008 will be deadline for articles.

b. Scarecrow Contest

Winters noted the ladies' walking group had expressed interest in chairing the Scarecrow Contest for 2008. Participation was down for 2007 and they hoped to increase enthusiasm for this project. Dodge noted that she had discussed this with them. The cost is \$250 per year and partly funded through private funds. Dodge will resume the chair in 2008 and considers this to be a private function and not necessarily a Chamber project. She indicated the ladies had withdrawn their request.

c. Associate Memberships

Efforts will continue to attract non-business members who may wish to join the Chamber. In addition to the coupon in Destination Culver, Fassett suggested a 9-hole golf outing at Mystic Hills with a wine and cheese event following. He has discussed this with Dave Pugh, who suggested a May date. Each director will be responsible for 6 names of persons not presently members. A letter will be sent to each at the time of the regular membership drive in February. Names and addresses will be supplied to the secretary.

d. Other projects

Minas suggested more activities such as the ribbon cutting ceremony at the opening of Diva. A catered dinner meeting held at Anchor/Epley or other businesses to highlight individual businesses was suggested. Minas agreed to coordinate dinner meetings for 2008.

The Chamber will partner with Culver Kiwanis in a summer raffle.

The information packet is almost complete and merchants may contribute gift certificates or business information for inclusion, Tompos reported.

Along with a Culver map, Academies information, government and utility lists, etc. Minas has produced a membership brochure for Chamber.

Tompos has agreed to distribute this packet to new residents/businesses in Culver.

Top Ten Dinner Discussions – tabled

Farmers' Market – tent repair to cost approximately \$50-\$75

Discussion of a letter to Marshall County Commissioners concerning proposed improvement of Pine Road was held. Winters said that at one time, the Chamber and SCC had felt the access to US 30 from Culver should extend from West High corner, but at this time, with increased commercial activity on Pine Road, the decision to widen Pine Road was a good compromise.

Marshall County Visitors' Guide – A motion by Tompos seconded by Winters to approve expenditure for MCVG – 2008 was approved.

e. Treasurer's Report

Schaller reported a total of \$17,533 in revenue for 2007 and expenditures of \$17,473 through November 2007. Preliminary budget projections were \$18,178 in revenue and \$17,325 in expenditures. The shortfall in revenue was primarily in dues receipts.

f. Awards nomination/budget approval, board membership for 2008

Awards decision: Committee Meet at Café Max at noon on December 21, 2007

Budget Approval: Meet at Culver Coffee Co. January 8, 2008 –7:30 AM

Board of Directors Slate – January 8, 2008 – 7:30 AM Culver Coffee Co.

Dodge thanked the board for their cooperation during her tenure as president and past president and wished directors every success in 2008.

Bobbie Ruhnow
Executive Secretary

