

Weston Chamber of Commerce  
Board of Directors Meeting  
June 13, 2019 (Chamber Office)

Attending: **Board/Officers**- Chris Koonce, Jeff King, Drew MacDonnell, Sarah Hoffman, Suzanne Zimmerman, Denise Jarrett  
**General Attendance** – Jill Gonzalez, Angie Vasquez, Carla Sutton, Bill Sutton

**Meeting called to order:**

- I. **Call to Order** - 5:38pm by Chris Koonce
- II. **Additions to the Agenda** - none
- III. **Approval of Agenda**
  - a. Motion made to approve agenda, seconded, unanimously approved.
- IV. **Approval of Minutes**
  - a. Motion made to approve minutes as written, seconded, unanimously approved.
- V. **Announcements** - none
- VI. **New Business**
  - a. Laurel Hill Cemetery – Carla & Bill Sutton – They have started a project to create a monument to honor those African Americans buried there that have no markers. There are over 400 slaves and freed peoples buried at Laurel Hill but only 66 of those have markers. The African American area is down the hill in the “gully” area of the Cemetery. Caroline Larsen wrote a book titled “We, Too, Lived” in which she did extensive research to find all those with and without markers and their names. The monument will be made of black granite 7 feet long by 6 feet high that will list all the names found by Ms. Larsen’s research. The cost of the granite is approximately \$9,000. They will begin taking donations as soon as they get a bank account set up. The Board approved using the Chamber Office as a collection site, eBlasts and FaceBook posts will be produced to help the community become aware of this donation drive. They have met with a woman who teaches African American studies at Penn Valley and she had some suggestions for changes to the monument engraving, which they will take into consideration. Carla gave her phone numbers to the Board as contact information – home 816-640-5360, cell 816-520-2564.
- VII. **Treasurer’s Report** – Denise Jarrett – Treasurer’s report was submitted. No questions were raised.
- VIII. **Office Operations** – Jill Gonzalez
  - a. May – 639 visitors.
  - b. Jill requested assistance in getting the streets/shops/shop entrances measured so that a more accurate map can be produced for AppleFest vendor booth placements. Jeff agreed to help with this.
  - c. Jill asked if anyone had a small TV they could allow the Chamber to borrow for a few days. Jill received a quote from Spectrum to lower our internet/phone costs by \$30 (and increase the internet speed to 200/10) if we would purchase cable. She was told by the representative that if the cable box and equipment was returned prior to the first 30-day period that no cable charges would be billed but the \$30 less in billing would remain. Drew offered up a TV and the Board approved the new billing arrangement.
- IX. **Event Committee Reports**
  - a. 2<sup>nd</sup> Saturdays– Angie Vasquez – The Dog Parade and Scavenger hunt was a huge success. There were 31 entries in the parade. The scavenger hunt was created so that all merchants got people into their shops looking for the animals. This event will be continued next year! July’s event is the Plein Air art event put on by David Cooper. August is the Poker Run – will look at getting “stacked decks” to those businesses outside the Main Street area to help them with participation. September is the Art Walk being coordinated by Leslie Mason.
  - b. July 4<sup>th</sup> Committee – Drew MacDonnell – still needing pie baking contestants and teams for the cornHull tournament.
  - c. AppleFest Committee – Jill Gonzalez – the committee is still in the planning stage but all is going well.
- X. **Old Business**
  - a. Liability Insurance written guidelines – Chris Koonce/Jill Gonzalez – shared the information that our insurance broker, Chris Donnelly, gave us. The Board voted unanimously to use that document as our written guidelines for determining what events would be allowed to piggyback onto our insurance coverage. Chris Donnelly will still be asked for guidance as needed in this process.
  - b. Committee sign-ups – Chris Koonce – the Membership committee still needs assistance and Chris decided the best solution would be for all Board members to help get our membership up. We

need an effort made to attract new business and “Friends” members, new Corporate sponsors. A document that Jill located on the Office computer was shared that states what benefits are gained by being a Chamber member. Jill will forward a list of those businesses who have not renewed or have never been a member along with the “Chamber Benefits” document to all Board members.

**XI. Standing Committee Reports**

- a. Membership – Jill Gonzalez – this was discussed during the Committee sign-up portion of the meeting.
- b. Marketing - Chris Koonce – Roger Gascoigne is working on the changes for the Leavenworth Lamp ad. Instagram had 63 new followers in May. FaceBook at 307 new followers in May. The new slogan campaign has been sent out as a survey to gain the top three entries. A drone video will be done to show the good stuff in Weston.

**XII. Open Discussion**

- a. Jeff King – Billboards – the PCCVB 50/50 grant is giving a lot of flexibility to his billboard budget. He appreciates that we thought about adding this to the grant as it will give him monies to use for other billboards. The Dearborn billboard may be coming available soon and he would like to secure it for a year’s lease – the Chamber paying for one quarter and then different merchants kicking in for the other months having a “corner” ad for their month.
- b. Drew MacDonnell – wanted to let everyone know that the Weston Community Theatre has ad space available in their Mamma Mia playbill. He will get the information to Jill so that she can eBlast it to all the merchants

**XIII. Adjourn – Chris Koonce - 6:37pm**

**Next Meeting Scheduled for July 11, 2019.**

Respectfully submitted,  
Jill Gonzalez  
Board Secretary  
Executive Director  
Weston Chamber of Commerce