

Weston Chamber of Commerce
Board of Directors Meeting
July 11, 2019 (Chamber Office)

Attending: **Board/Officers-** Chris Koonce, Jeff King, Drew MacDonnell, Sarah Hoffman, Suzanne Zimmerman, Denise Jarrett, Brent Newkirk, Roger Gascoigne
General Attendance – Jill Gonzalez, Angie Vasquez, Laura Landon, Taylor McNair, Mr. McNair

Meeting called to order:

- I. **Call to Order** - 5:31pm 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** – Drew MacDonnell – everyone needs to see “Mamma Mia”. Board agreed that the July 4th presentation was awesome. There is a video of that presentation on the Community Theatre FaceBook page.
- VI. **New Business**
 - a. Scholarship recipient – Taylor McNair – Chris presented her to the Board and congratulated her on all her high school achievements. She told the Board that she’s working on a small business creating tshirt designs. Her Instagram is “thetruthTS”. A photo was taken of her and Chris Koonce to be distributed to the local newspapers for publication.
 - b. Susan Lindley – Chris Koonce – announced that Ms. Lindley has submitted a resignation letter to the Chamber. She stated that she has provided payroll and income tax preparation services to the Chamber free of charge for 25 years and believes that it is time for someone else to take over those duties.
 - c. Holy Trinity Parish donation request – Jill Gonzalez – Jill indicated that the Chamber has received a request to furnish a donation to the Parish Ice Cream Social raffle. Jill asked the Board for their approval to provide a donation, what that donation should be, and the dollar amount. The Board approved providing a Chamber gift certificate in the amount of \$50.
 - d. PAIR Day – Jill Gonzalez – Jill let the Board know that the August PAIR Day will be held on August 17th. She requested volunteers to attend this. Jeff King and Chris Koonce offered to go.
 - e. Sporting KC Chamber Night – Jill Gonzalez – Jill read parts of the letter received from Sporting KC regarding this event to see if the Board wanted to pursue inviting Chamber members to participate. The Board approved having Jill send an eBlast to all Chamber members letting them know of this opportunity and if interested, to turn their reservation and ticket money in to the Chamber Office so that tickets can be purchased.
- VII. **Treasurer's Report** – Denise Jarrett – Treasurer’s report was submitted. Discussion was held regarding the July 4th income/expenses reported. It was noted that \$5,000 of the expenses went to the Masonic Lodge for fireworks. If that amount is eliminated from the expenses, then the event was completed in the black.
- VIII. **Office Operations** – Jill Gonzalez
 - a. June – 560 visitors. 2nd Saturday Dog Parade/ Scavenger Hunt, Studebaker Car Club, and Moonshiners all helped increase the visitor number.
 - b. Jill let the Board know that Stacey Shipman brought a West Platte Education Fund packet to the office so that if any Board member was interested, Jill could share it with them.
 - c. Jill let the Board know that she had sent out an eBlast on July 1st to the merchants regarding the special gift certificates that had been created for the KFEQ Radio campaign. This was done because some merchants had refused to accept these as they look different from the regular gift certificates. These should be treated exactly the same as the regular certificates.
 - d. Jill informed the Board that a memorial donation of \$75 was given to St. Luke’s Hospice in memory of John Norman – Paul Norman’s father.
 - e. Jill requested volunteers to attend the Missouri State Fair as she will not be going. Angie Vasquez had, in June, stated she would go. Angie stated she would still go and if her daughter cannot attend with her, Suzanne Zimmerman offered to go with Angie. This event is on August 15th in Sedalia.
- IX. **Event Committee Reports**
 - a. 2nd Saturdays– Angie Vasquez – The Dog Parade and Scavenger hunt was a huge success. July’s event is the Plein Air art event put on by David Cooper. August is the Poker Run.
 - b. July 4th Committee – Drew MacDonnell – Drew stated he was not as committed as he should have been with this event. But Jessica Larsen was awesome and the event was a great success. A Thank You card for Jess was passed around the table to be signed by all the Board.
 - c. AppleFest Committee – Brent Newkirk – the meetings have not been well-attended and he needs the committee members to be involved as the event is coming soon. The committee is still looking for “lost art” vendors/demonstrators to add to this year’s event.

- d. Christmas Homes Tour – Jill Gonzalez/Suzanne Zimmerman – Jill indicated that Holladay Distillery has offered to donate the luminary bags necessary for this year's event. There was discussion that the bags the Distillery has may be too small for safe use of the Weston Bend Candle Co. candles. Jeff King stated he would get with the Distillery to determine exactly what type of bags they are wanting to donate. Suzanne said that the committee has had a kick-off meeting. They currently have five homes and are talking with the owners of two others. The committee is talking with Spaces magazine about having an article in their publication.

X. Old Business

- a. Liability Insurance written guidelines – Jill Gonzalez – Jill presented the final version of the liability insurance document created for use when requests are made to use the Chamber's insurance. This document was unanimously approved by the Board.
- b. Committee sign-ups – Chris Koonce – the Membership committee still needs assistance. He reported that he had spoken with Hallmark Cards but they do not become members of any Chamber as that would mean they would need to be a member of every Chamber wherever they do business. They are willing to donate items for fundraising efforts. Chris stated that he is going to have the Board give an update each month of the businesses they have talked with regarding becoming a Chamber member. Each Board member needs to make at least one contact per month.

XI. Standing Committee Reports

- a. Membership – Jill Gonzalez – this was discussed during the Committee sign-up portion of the meeting.
- b. Marketing - Chris Koonce – the St. Joseph radio ad that was done for the Plein Art event was great. The Leavenworth Lamp insert should be ready for printing next week – in time for the new training class at the Fort. Social media is going very well. The Marketing budget and expenditures are an open book and he welcomes sharing that information along with getting feedback from Chamber members. He did state that due to the advise of the Spaces magazine people (KC Star) there would not be any advertising done in the KC Star.

XII. Open Discussion

- a. Chris Koonce – There were two letters to the editor regarding Chamber issues published over the past couple of weeks – from Michael Bless and June Kisker. Some comments regarding those letters:
 - 1) the financial reports are turned in to the City at the beginning of each month and put in the Alderman packets. These same reports are available at the Chamber Office.
 - 2) June Kisker stated that she had 45 signatures already to have the sales tax rescinded from the Chamber. Chris thinks this is just a threat. However, if that were to happen, it would be necessary to dissolve the Chamber. Brent Newkirk stated that they couldn't even get in the door of a Marketing firm with the \$67,000 (over several years) they say should have gone directly to Marketing. If everything was used for Marketing, there would be no AppleFest, July 4th, 2nd Saturday, etc. events. Brent feels that 90% of the town is good with what the Chamber is doing but those other 10% are most vocal. The ones who tried to start another Chamber several years ago are the same vocal ones now but they don't want to be part of the Board or on any committees.
 - 3) The comment that the Executive Director doesn't know any Weston history is incorrect. Jill has read everything she can on the history and asks for more information. The Chamber should not be the Weston historian. There's a museum and timeline wall for obtaining Weston history.
 - 4) Chris does not normally go to the Aldermen meetings but there is a Chamber presence there – Drew and Brent to go every meeting.
 - 5) Interesting that the Chronicle shot down some of the City items mentioned in the letters.
 - 6) Chris stated that he set up a meeting with the original letter writers to discuss Chamber finances but Rick cancelled that meeting. Chris believes that Rick "sold" the original petition to those who signed in a different fashion than what was the final product.
 - 7) Chris will compose a "letter to the editor" as a reply to all the negativity.
 - 8) Chris stated that he wants the Chamber to have full transparency and a positive vibe. He had already had a meeting with the Mayor. The Mayor knows that most of this is just a squeaky wheel.
 - 9) Chris would like to schedule a meeting with the Mayor and the Board to discuss "whatever".

XIII. Adjourn – Chris Koonce – 7pm

Next Meeting Scheduled for August 8, 2019.

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