

**FAIRMONT AREA CHAMBER OF COMMERCE  
BOARD OF DIRECTORS MEETING  
TUESDAY, JUNE 22, 2010  
7:00 A.M., FAIRMONT AREA CHAMBER OF COMMERCE**

**PRESENT:** Wes Pruett, Justin Borchardt, Deb Laue, Chad Lutterman, Linda Winkelman, Bob Wallace, and Tom Steffes

**ABSENT:** Keith Kenney, Craig Diegnau, Joe Kallemeyn, Kent Meyers, Steve Sovell, Chris Toomer, and Ty Totzke

**CALL TO ORDER:** West Pruett called the meeting to order.

**REVIEW OF FINANCIALS:** May's financial statements were reviewed.

**OLD BUSINESS:**

- A. **LEADERSHIP MARTIN COUNTY:** As of today, there are eight applicants. However, nine other entities may be sending applications. Fifteen participants are required.
- B. **NET DIRECT MARKETING:** As Chair of the Board, Wes wrote a letter to Jamie Winegard explaining the Board's thoughts on the digital marketing & social media seminar. Jamie has not responded to the letter. Regarding the seminar itself, Wes and Callie both thought it was good. Callie has the Chamber on twitter now.
- C. **ACCREDITATION:** Bob talked to Teresa Bohnen, President of the St. Cloud Area Chamber and member of the U.S. Chamber's Accreditation Board, while attending the MCCE's Mini Institute. Teresa talked to the Accreditation Board, but they want to see an audit as part of the accreditation. Regarding U.S. Chamber Membership, we only sent \$100 towards the \$500 membership dues because it is all we can do right now.
- D. **APPOINT NEW BOARD MEMBER:** Vacancies are filled by appointment by the Chair with approval by the Board. Potential appointees were discussed. Bob will contact Jacob Sukalski with Mycogen Seeds to see if he is interested.

**NEW BUSINESS:**

- A. **NEW MEMBERS:** Easy Automation, Inc. of Welcome and Hometown Sanitation Services, LLC of Windom have paid new member dues and are awaiting approval.
- B. **APPOINT NOMINATING COMMITTEE FOR NEW BOARD MEMBERS:** Four new Board members are needed, and their terms begin December 1<sup>st</sup>. A Nominating Committee shall be appointed by the Chair each year no later than September 1<sup>st</sup>. Wes will serve as Chair of the Committee. Justin will serve as a past chair. Deb will serve as a current Board member. Wes will ask Ann Terfehr and Ty Totzke as well. The Nominating Committee will meet immediately following the next Board meeting on July 13<sup>th</sup>. Be sure that potential Board members can make it to meetings.
- C. **CONSTANT CONTACT:** We have been pre-paying monthly for Constant Contact, but we have submitted an application to their *free* Chamber Program. When approved, we will receive our current service at no charge provided we promote their discount to our Members at least four times per year. This requirement can be met by adding their discount to our Member-to-Member Benefit Program. Our Chamber Members would be eligible for pre-pay discounts up to 25% on email marketing, online surveys, and event marketing tools.
- D. **MARTIN COUNTY FAIR BOOTH:** The Chamber will be sharing booth space with nine other organizations: CER, Fairmont Area Foundation, Fairmont Area Kinship, Fairmont Convention & Visitors Bureau, FEDA, Martin County Historical Society, Martin County Genealogical Society, Martin County Youth Foundation, and Youth First. Please sign up for a shift. We would like two people at the booth at all times.
- E. **MEMBERSHIP RETENTION CALLS:** None.
- F. **OTHER:**
  - **MEETING QUORUMS:** Meeting attendance has been down. Please attend meetings if you can. If you will not be attending a meeting and you know it ahead of time, please let us know so we can make a decision on whether to have the meeting.

**STRATEGIC INITIATIVES:**

- A. **INCREASE MEMBERSHIP:**
  - **RECRUIT NEW MEMBERS:** We have eighteen new members in 2010, and we've lost thirteen. However, there are six more members we might lose before the end of the year so we need to continue to recruit new members and retain the ones we already have.
  - **SEND REFERRAL DATA TO MEMBERS:** Referrals are now being tracked, but a system to communicate referrals has not yet been created. Referrals go to Chamber Members unless there is not a Member in that service/product. When someone asks for a referral, we could ask them if they'd like us to have the business contact

them. We should always say something like “please tell them the Chamber referred you.” We could also contact businesses to let them know when a referral has been given.

**B. HELP CHAMBER MEMBERS TO PROSPER:**

- **UTILIZE FREE ADVERTISING:** Bob is now doing Chamber spots on KSUM every 2<sup>nd</sup> Thursday of each month at 8:30 a.m.

**C. BE INVOLVED LEGISLATIVELY:**

- **ACTIVATE GOVERNMENT AFFAIRS COMMITTEE & DEVELOP A LEGISLATIVE AGENDA:** On June 9<sup>th</sup>, representatives from the MN Chamber were at The Ranch to hold a regional meeting to talk about what the MN Chamber is doing legislatively and to gather input on issues affecting local businesses.

The meeting was adjourned.

Submitted by:



Tom Steffes