



Ephrata Chamber of Commerce
Board Meeting Minutes
Board Retreat
January 14, 2015

Attendance: Annetta Paolinelli, Deb Adams, Peggy Muchlinski, Jeannie Olson, Alayna Lodi, Kevin Danby, Valli Millard, Danielle Langley, Cory Pickeral, Jerry Simon, Roger Johnson, and Ray Towry

Call to order: 7:06 am

1. **Previous minutes:** Reviewed minutes, did not see any changes that needed to be made. Motion was made to approve the minutes, motion was approved.
2. **Presentation – Jerry Simon, Ephrata School District:** Dr. Simon spoke with the board regarding the upcoming levy for the Ephrata School District. The levy that will be voted on in February has not increased from the last time it was voted in. It was reported that the tax rate has actually decreased from 5.18% to 5.08%. Dr. Simon encouraged everyone to vote “yes” for the levy to continue support for the school district.
3. **New Member Discussion- High Times:** It was brought to the board’s attention that Rick Reimers with High Times, a legal marijuana shop, was interested in becoming a Chamber member. There was a vote to accept High Times as a Chamber member and it passed unanimously.
4. **Profit and Loss:** Profit and loss was reviewed for 2014 as well as the 2015 budget. There were no large changes to the 2015 budget besides a \$1000 increase in advertising budget and \$1000 increase for ECBC. A motion was made to approve the P&L, motion was approved.

5. Committees

- a. **Ephrata Chamber Business Connections :** Deb reported that ECBC has evolved to doing a few very successful events rather than one event every month.

Wine Walk- There were some suggestions made to do the Wine Walk better which will be taken into account for this upcoming year. There will only be one Wine Walk put on this year which will take place in the fall, on October 24th. One goal for this year is to encourage participants to go back to businesses afterwards to eat, drink, and socialize.

Think Shop Buy Ephrata – Banners are up and look great. There was some discussion about the Fall Fling that has been done in the past and if that would be something that would be of interest to do again. TSB will have a planning meeting in January to look at the year ahead and see about

fundraising, putting together a community directory book, and continuing advertising and education efforts.

Car Show- It was reported that the car show will not happen this year. The car show committee had voted against doing the car show. It is now up to ECBC and the Chamber to decide what they would like to do downtown and how to encourage people to go into businesses. Deb brought up a duck race idea in which participants would go into a business to purchase a rubber duck and then those ducks would race down a water shoot of some kind. There would be winners of money and coupons to further encourage foot traffic in businesses. There needs to be further discussion about this to decide what the best route would be to replace the car show, this will be done at the TSB and ECBC meeting later this month.

Battle of the Bands: The two people who were greatly involved in putting this together are no longer around. As of right now Battle of the Bands will not happen for 2015.

6. Events

- a. **Basin Summer Sounds** – BSS was awarded \$10,000 from Grant County Tourism. There will be a meeting on January 22nd at 7AM, which is open to anyone who would like to be involved in the planning of BSS. A to-do list and a time line will be put together at this meeting.
 - b. **Miracle on Main Street-** The Miracle on Main Street event went very well this year. Danielle reported that weather was a huge factor that played into above average numbers for the events at the ERC, the fun-run, and the parade. What the committee will be looking into doing next year is Fireworks. A suggestion was made to find a sponsor for the fireworks such as CDSI or Canfield. Tree lighting was overlooked and not done this last year, something to look into and plan for next year.
 - c. **Auction** – The theme for the 2015 auction which will take place on March 21st is “Down Under the Sea”. Dinner will be served at this event, a choice of crab or prime rib and will be catered by the American Legion. There will be a bidding session for proceeds to go towards the American Legion so that they can raise money and be compensated for their help with the auction.
7. **Business After Hours-** BAH was on Tuesday, there was a small turn out but Verizon seemed very happy with how things went. Next business after hours will be on April 7th, however no one has claimed that spot yet. Annetta mentioned that Farmers may want to host a BAH in their new building, but this will be done before April. For 2015 BAH will be quarterly unless we have more requests then we will add BAH each month as they come.
 8. **By-Law Review-** A change will be made to the by-laws to read that there is a required minimum of 6 directors.
 9. **Adjournment** – The meeting was adjourned at 10:37 AM.