



Ephrata Chamber of Commerce
Board Meeting Minutes
November 12, 2014

Attendance: Ayla Wyman, Cory Pickeral, Annetta Paolinelli, Kerry Moser, Deb Adams, Ray Towry, Peggy Muchlinski, Jeannie Olson, Alayna Lodi, Kevin Danby, Valli Millard

Call to order: 7:03 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. **Profit and Loss:** Profit and loss was reviewed and a motion was made to approve the P&L, motion was approved.
3. **Committees**

- a. **Ephrata Chamber Business Connections**

Wine Walk- It was reported that the Wine Walk went well and there were more participants than anticipated. Gary Bracht should be sent a thank you card for donating his wine glasses to the event.

Think Shop Buy Ephrata – Annetta and Deb handed out more Think, Shop, Buy promotional items such as pens, magnets, and litter bags, to the participating TSB businesses. Battle of the Bands is currently on the side due to Kody who was in charge of the event not working at iFiber anymore.

Shop Small Saturday – Small Business Saturday is November 29th. Kerry is putting together a group ad to run in the paper.

Miracle on Main Street Booklets – It was discussed to put together the books at the ERC, starting with 100 and then going from there. If a booth is set up at the ERC for Miracle on Main Street then they could be handed out. Also, businesses should be asked if they would like some for their store.

Shop At Home- Deb presented that we could put together a book that would highlight each business on a separate paper. The idea is there would be no charge to the business unless they were not Chamber members then the business would have to pay to be included. This booklet could replace the holiday booklet. The cost to create these booklets needs to be looked into to see how much it would be.

- b. **Basin Summer Sounds** – Alayna reported that BSS received the \$10,000 grant from the County and net income for 2014 was \$8700. The anticipated cost for next year is \$72,132.
- c. **Miracle on Main Street**- The play production is on and will be performing December 12 and 13 at the ERC. It was discussed to have the warming barrels again this year downtown to encourage people to stick around. Bob with RBG Music will be at Rock Park Plaza playing Christmas music. We have been contacted the 1161st National Guard unit will be involved in the parade. Alayna had an idea to play Bingo with the businesses downtown to encourage kids and parents to go through the doors of the businesses.

4. Old Business

- a. **Ephrata Brochure** –Purple Coyote is printing, should have them finished shortly.
- b. **Chamber Phone Directory** – Will start making calls to see if we can get advertising spots filled this month.
- c. **Banners**- The PUD returned the fall banners to the Chamber office. The Hiatt family has been contacted and they will put up the Christmas banners and snowflakes at the end of the month.

5. New Business

- a. **New Members**- Crossfit Sagebrush, 12 Hawks, Budget Blinds
- b. **Ephrata Fire Department**- A motion was made and approved to donate money set aside in our budget to the Fire Safety Education Program.

6. For the Good of the Order

- a. Ray brought to the boards attention that he has heard there is some concern that people don't feel like they know what the Chamber does. A few ideas were discussed on how to make what the Chamber does more public such as, each board member taking a group of members and personally contacting their group each quarter. Another idea was to put the meeting minutes in the newspaper and to post the minutes on the website and Facebook. It was suggested to indicate that the agenda for the next meeting would be located on the website.

7. Adjournment – The meeting was adjourned at 8:20 AM.