

Raymore Chamber of Commerce

Board Retreat Minutes

December 9, 2009

The Executive Board of the Raymore Chamber of Commerce was held at Allen Bank and Trust Company Community Room in Raymore on December 9, 2009. Board members in attendance were a combination of the 2009 outgoing board and 2010 incoming board members. The meeting was called to order by 2010 Chamber President, Janelle Biernbaum at 9:05 AM. Other board members in attendance were Mike Medsker-2009 President, Tom Circo-outgoing treasurer, Bryan Mallory-2010 treasurer, Brent Ewert, Robin Noe-secretary, Nathan Ward, Gene Thompson-representative for the City of Raymore, Wendy Brown, and administrative personnel Cherie Turney and Connie Hopkins. Janelle Biernbaum opened the meeting by welcoming everyone. She then commended outgoing president, Mike Medsker, for his role of capable leadership in helping the Chamber achieve its goals for 2009.

Goals for 2010:

Encourage members to become more involved.

To get all businesses to join the Chamber and patronize member businesses.

Recognize new members at meetings.

Schedule strong speakers.

Mission/Purpose/Perception – our mission statement was discussed and it was decided that it is properly stated and no changes are necessary.

Membership Committee – Wendy Brown volunteered to chair this committee for 2010. Gene Thompson agreed to provide the Chamber with a list of existing businesses in Raymore. He will also give the Chamber a list of new businesses coming in on a monthly basis. A discussion ensued to setup an “Ambassador” program of ten members. The ambassadors will be

responsible for contacting the new business personnel and inviting them to attend their first Chamber meeting as our guest. To precipitate this, follow up should be made in the form of a phone call or email and, if necessary, an offer of transportation to the meeting. It was stated that this may make coming to the first meeting less intimidating. Wendy also suggested offering a monetary reward for recruiting new members like Lee's Summit has implemented. Janelle Biernbaum suggested scheduling an initial meeting and she will sit in.

A very strong perk that we have is the "new resident packets." Not many area Chambers offer this advertising opportunity to their members. This is a great advertising opportunity for Chamber members at \$75 per year. A huge "thank you" to the City of Raymore for providing this list of new residents that is provided to us by the City. Their help has been invaluable in assisting us to meet our goals and to get the word out about the Chamber and promoting Raymore businesses. These are mostly new residents coming into Raymore, often from out-of-state. We also need to get strong speakers to give lectures monthly on "how to grow our businesses."

Two other main goals in 2010 are: (1.) Recognize new members at meetings and (2.) Get strong speakers at monthly meetings. Gene Thompson agreed to assist Bryan Mallory in getting strong speakers lined up for 2010.

Janelle Biernbaum suggested doing a power point presentation on accomplishments for 2009. We also need to educate our membership on how our website works. It was suggested that we invite Joe and Brenda to come to a meeting and speak on how the website works.

Another goal for 2010 is to offer banner ads on the Chamber website. We need to set up criteria for selling the ad space and make it fair, equitable and beneficial to member businesses.

We also need to establish a way on the website for member businesses to give feedback to Cherie on the meetings and how to improve them. Fortunately, the monthly membership meetings are well-attended and they are recognized as a great networking opportunity.

Marketing/Public Relation: The completion of the new Chamber website addresses our marketing needs. In addition, it was suggested that we utilize our relation with Laurie Bassett and continue with the new resident and relocation packets that are sent out each month. It was decided that there was no need for a chair for this committee for 2010. The candidate forum that the Raymore Chamber will host will be discussed at a future board meeting. A new procedure for showcasing members businesses was discussed. We will look at criteria for featuring a "Business of the Year" later in the year. Janelle Biernbaum will look into selecting a 2009 Business of the Year since she was the awards chairperson for 2009.

After Hours/Friday Coffees – we need to encourage hosting of these events because of inherent benefits.

Legal: Dr. Jeff Kyle volunteered to be chair for this committee for 2010. His main duty will be to liaison with the City of Raymore to renew contract between them and the Raymore Chamber. Since it is an even year, we will not be reviewing the by-laws in 2010.

Committees:

Audit: Ernie Van Hooser, Dee Dee Stokes and Nathan Soulis. President, Janelle Biernbaum, asked that the review be done within the first quarter of 2010 and present their findings to the board. Gene Thompson suggested asking Diane Blakeman of Beal, Blakeman & Smither to join this committee. During 2010, Cherie will list procedures and responsibilities of the administrative staff.

Awards: Janelle Biernbaum, Chair.

Craft Fair: Karen Goodwin, chair. The date for the craft fair is always the Saturday before Thanksgiving which will be November 20, 2010. Robin Noe and Wendy Brown volunteered to co-chair this event.

Food Drive: Bryan Mallory, chair.

Golf Tournament: Bryan Mallory and Mike Noe, chairs. The date for this event will be Monday, August 24, 2010 at Creek Moor Golf Club. Details will be announced at a later date.

Mayor's Christmas Tree Lighting: Karen Goodwin and Robin Noe, chairs. This event will take place on December 4, 2010.

Pumpkin Auction: Janelle Biernbaum and Wendy Brown, chairs. The pumpkin auction takes place each year at our October Membership Meeting. The proceeds from this event go for college scholarships to Ray-Pec High School Seniors that are chosen according to selection criteria by the Scholarship Committee.

Raymore Festival in the Park: Mike Medsker, chair. Mike will be responsible for coordinating the staffing of the Raymore Chamber tent for this event.

Raymore Night at the "K": Mike Medsker, Brent Ewert and Tom Circo, chairs. The date of this event is Sunday, April 24, 2010. Details to be announced.

Board Meetings: are scheduled each month on the Thursday prior to the general membership meetings. They will take place at noon in the community room at Country Club Bank.

Membership Meetings: are scheduled on the fourth Tuesday of each month and alternate between luncheon and evening meeting times. The administrative staff are responsible for publicizing the membership meeting times and locations.

Financial Overview: The 2009 Budget vs. Actual reports as well as a draft of the 2010 Budget and the Profit and Loss Report for 2009 was included in the binder given to each Board Member. We ended 2009 with a total \$18,023.59. A few changes were made to the 2010 budget draft including lowering the forecast of proceeds from the Chamber Night at the "K" to \$9,500 and lowering the forecast of proceeds from the Raymore Chamber Golf Tourney to

\$32,000. Signature cards for 2010 need to be signed by Cherie Turney and 2010 treasurer, Bryan Mallory.

There being no further business to be discussed by the Board, the meeting was adjourned and reconvened in executive session to discuss personnel matters.

Respectfully submitted,

Robin Noe

Secretary