



MINUTES
January 11, 2017
Needles Quilting & Yarn, 5:15pm

Meeting called to order at 5:15pm

Roll call: Danielle Bettner, Naomi Baldwin, Peggy Friday, Cristel Pullin-Spartz, Carolyn Smith, Michelle Pease, Chet Olson, Sandy & Rebecca (Needles), Tricia Herrera, Koleen Kessen, Heather (Ball Seed)

1. Introduction of new members and guests
2. Approval of minutes from December 14, 2016:
 - Carolyn motioned the minutes be approved. Susan seconded. Passed.
3. Treasurer's Report: Balance is \$7,747.85
 - Bills to pay:
 - ✓ Rochelle News-Leader Christmas Walk ad \$299 and Christmas Cash Ad \$99
 1. Michelle said Tourism will pay for the \$299 Christmas Walk Ad
 2. Danielle motioned the Christmas Cash Ad for \$99 be paid, Tricia seconded – Passed.
 - ✓ Printing Etc – Christmas Cash tickets \$82.80
 1. Cristel motioned this bill be approved for payment, Peggy seconded – Passed.
 - Update on 501-3c: Susan & Naomi will meet and then talk to Bob Johnson.
4. Committee Reports:
 - Marketing/Promotions
 - ✓ Michael Cruz is still working on new logo designs for us and should have them available soon.
 - ✓ Chamber events/updates: need sponsors for the 5k in March, January 26th will be a ribbon cutting ceremony at 4:30pm at The Rack Bar & Grill and free pizza and pitchers will be served until 6:30pm, Also the Chamber play day is scheduled for June 13th with a 70's theme and sponsored by Tyson.
 - Facebook, Cristel:
 - ✓ The Pharmacy will be the business of the month for January so Cristel will be getting in there to take pictures, etc for the Facebook video
 - Design: Bill – Downtown Buildings (absent)
 - Economic Development: Steve (absent)

- Ways & Means: nothing new to report at this time
- Membership: need to visit some of the business which are not members and see if we can get them to join (Michael Koolidge, etc). We currently have 46 paid members which is great!

5. City Reports: Michelle

- Michelle shared a fact sheet on the Brownfields Assessment Program. The grant runs through September 2017.
- Hub Theater: the space is gutted/stripped and asbestos remediation has been completed.
- There is a new app available on smart phones called Hello Rochelle
- Michelle also passed out some goodie bags which can be shared with customers, and they include information on things to do and places to visit in the area.

6. Old Business:

- Christmas Cash
 - ✓ Overall this was successful. We did get a front page ad in the paper at no charge.
 - ✓ Some of the glitches: For out of town winners we could not mail cash so we sent check instead, Naomi pulled the radio ad because Gary thought the FCC would find it to be illegal (Naomi checked with a lawyer who said not to worry about it). If we do the Christmas Cash next year, we need a committee to handle it and a potential solution is to allow one ticket for each person who enters a participating store and then also a ticket for each \$25 spent (this allows for the “no purchase necessary” clause)
- Rack Cards/Logo: Jenny Thompson is waiting on the logo design from Michael
- Website: Don (absent)

7. New Business:

- Promotions for 2017
- Curb appeal for Spring & Summer
 - ✓ Heather from Ball Seed is looking for a community project and may be able to contribute flowers, plants, and some soil to enhance our curb appeal during the Spring and Summer months.
 - ✓ We discussed having planters close to the road in addition to the flower boxes up by the buildings
 1. Peggy said the Chamber has some whiskey barrels in storage which may work as planters. She will check and get pictures to see if they will work.
 - ✓ Michelle advised there is several thousand dollars available in the budget specifically for curb appeal. She will work on putting together a map of the downtown so we can decide placement of the planters, etc.
- Shop Hop: scheduled for March 3rd & 4th
- 2nd Friday Promo for April – Easter Theme & will include giveaways

8. Mayor Olson Updates: The Mayor is excited to see many teams working together to enhance our downtown. He also talked about his monthly column in the Rochelle News-Leader.

9. Member Comments:

- Danielle presented a sponsorship letter from the Lincoln Highway Heritage Festival. Naomi suggested we talk/vote about this at our next meeting.
- Colonial is sponsoring a canvas painting class on January 28th.
- The City has asked the Chamber to decorate the downtown windows again for the Irish Hoolie March 11th.
- Naomi would like to extend a special thank you to the Chamber Ambassadors for helping with the fresh garland downtown in December.

Adjourn: Tricia moved the meeting be adjourned at 6:15pm. Susan seconded. Passed.

Respectfully submitted by: Danielle Bettner