



Chamber Board of Directors Meeting

Aug 10 2023

(Meeting held in person and via Google Meet video conference)

Meeting Agenda

Attendees:

- **In Person:**

- **Board Members:** Brent Newkirk, Gordon Grohmann, Mel Beverlin, Erik Olson, Kathi Vandel, Sarah Hoffman, William McQueen, Lorri Stanislav

- **Non Board Members:**

- **Via Google Meet:**

Call to order – Brent Newkirk Time: 5:XX PM

I. Additions to the Agenda:

- Weston Walking Tour - Update (Office Operations) Victoria
- Chamber Merchandise - Budget (Office Operations) Victoria
- Visitors Guides - EBook + Maps Distribution (Office Operations) Victoria
- Public Restrooms (Office Operations) Victoria
- Finalize Annual Dinner (Events) Lorri
- Applefest - Additional Vendors Short Street - Music at O'Malley's - (Events) Mel
- Taxes for Chamber - Still need CPA (Old Business) Lorri/Mel?
- Farmers Market - The Farmers' House - (New Business) Angel/Mel

II. Approval of August Agenda -

III. Approval of July Minutes -

IV. TREASURER'S REPORT -

V. Bi-Law Reviews / Amendments:

- **VI. NEW BUSINESS:**
 - **Farmers Market - The Farmers' House (Angel/Mel)**

VII. OLD BUSINESS

- **New contract from City of Weston - Update** - Lorri sent it to Mel and he will look at it. - No Discussion. The sub-committee finalized a response, and will be sent over to the board. Lorri gave the highlights of our response: They want a larger percentage of the sales tax money, we offered an alternative; Any event over 50 people would have a "usage fee". They want a Voting member on our board, we said no. We would propose to be involved with the city to help them fund raising. We will hold off because it may be changing again.
- **2023 CPA Chamber of Commerce** -
- **Veteran Banners** - Advertising for banner purchase has already begun and will continue. Local families will buy the banners. The friends of Weston will be paid for installing them. The dates that the banners go up will be established and lead by Lorri for scheduling. - The banners will be kept at Erik's business. - Veterans banners are getting a good response, and the hope is that we'll have more. We also discussed having a generic Winter banner. Lorri will follow up with the Winter banner. Veterans Banners are going well.
- **QR codes - Historic Buildings with plaques** - William McQueen - The museum is on board but has to go to the historical committee to make sure they're on board. Lorri and William will attend the meeting - Lorri went to the meeting. The Museum loved the idea! Lorri found a company that can make a plaque that will include the QR code for each building. Lorri will look into a Grant to pay for all the plaques. - William reported that the museum is on board, and this project is proceeding. Lorri is going to look into a grant to pay for the plaques. This is proceeding.
- **Merchant Sampler Card** - Lorri: Holly from La Bella Cucina had an idea of a "Bingo Card" or some kind of visitor card to encourage visitors to go to multiple stores. A number of stores have noticed that they have customers who only go to their store. Several ideas were presented by Lorri. The board was very interested. Lorri will come back to the next meeting with more ideas. - Lorri showed a sample of a "Bingo" card for merchants, to be discussed at the Annual Dinner. It will be paid for by merchants who participated. Lorri is going to meet with Holly to put it together. No update.

VIII. MARKETING: Meeting every two weeks to work on marketing the upcoming events.

The committee is letting Chamber members know what the committee is marketing to.

Social media: Tic Toc has several videos about Weston locations. Weston will be featured in the AAA brochure publication, about 640,000 members.

- **Billboard at Fort Leavenworth has been changed over.**
- **More than Main Street:**
- **PR updates:**
- **Ribbon Cuttings:**
 - **Soon to be scheduled: The Celtic Ranch & Whiskey Snug**

IX. CHAMBER EVENTS

| | Chamber Events | Date: | Chair: |
|---|---|---------------------------|----------------------|
| 1 | Bigfoot Search | Sat, April 22 | Mel, Victoria, Lorri |
| 2 | Weston Roots Music Fest | Sat, Jun 3 | Victoria, Erik |
| 3 | Plein Air Painting | Sat, Jun 3 | Jeff, Sarah |
| 4 | Juneteenth | Sat, June 17 | William |
| 5 | Independence Day Celebration and Parade | Sat, Jul 1 | Gordon |
| 6 | Annual Dinner - Event Space: Hayley's Eatery. Breakfast for Dinner | August 20 | Lorri, Erik, William |
| 7 | Applefest - | Sat, Oct 7 & Sun, Oct 8 | Mel, Victoria, Brent |
| 8 | Weston Holiday Open House and Tree Lighting <i>Tom may be in the Mason's building for pictures instead of walking around. There was also discussion about doing more at Christmas including Carolers.</i> | Sat, Nov 18 | Lorri, Kathi |
| 9 | Historic Candlelight Homes Tour | Sat, Dec 3 and Sun, Dec 4 | Lorri, Kathi |

6. Annual Dinner - To finalize:

1. Who to invite:
 - a. Aldermen, Mayor, Other?
 - b. Chief Kelly?
 - c. Beth - Weston Chronicle?
 - d. Other?
2. Beverages:
 - a. Mimosas / Other drinks - Included or extra?
3. Other?

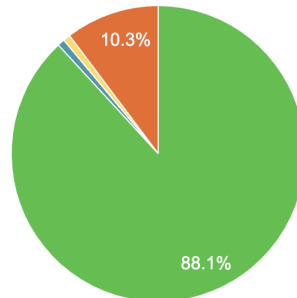
X. NON CHAMBER EVENTS

| | Non Chamber Events | Date: Date | Chair: |
|----|---------------------------------------|----------------------------------|------------------|
| 1 | Weston MO Moonshiners Cruise - | Every 4th Sat of the month (5pm) | Stan Taulbee |
| 2 | Weston Testical Festival | Sat, May 6 | Weston Tobacco |
| 3 | Polish Pottery Festival | Sat, May 13 | Renditions |
| 4 | WineFest | Sat, May 20 | Pirtle |
| 5 | Weston Area Wide Garage Sale Weekend: | Fri, Jun 2. Sat, Jun 3 | Weston Chronicle |
| 6 | Flag Retirement @ City Hall) | No date yet | Contact Scouts |
| 7 | Cheers to Cheese - | Postponed | Green Dirt Farm |
| 8 | Weston Tobacco Fest | Sat, Oct 14 | Weston Tobacco |
| 9 | Weston Bluffs Trail run 5K/10K | Sat, Sep 30 | Kate Jones |
| 10 | Chainsaw Carving in Weston | Oct 28 | Backroads Art |
| 11 | Whiskey Fest | Sat, Oct 28 | Weston Tobacco |
| 12 | Trick or Treat | Tues, Oct 31 | |
| 13 | Peachfest | TBD (August) | Orchard |
| 14 | Small Art Festival | Sept 9th and 10th | Artists Gallery |

XI. CHAMBER MEMBERSHIPS:

| | | |
|---|-----|-------|
| ■ Current paying members | 111 | 88.1% |
| ■ Accounts on lifetime/one-time billing | 0 | 0.0% |
| ■ Accounts on free membership | 1 | 0.8% |
| ■ Accounts with no renewal date | 1 | 0.8% |
| ■ Accounts past due | 13 | 10.3% |

Annual Recurring Revenue
(current paying members)
\$13,315



XI.a New members:

- Business Membership: Jennifer Garrison - Photography Art (replacing Morts Classic Cameras)

XI.b Memberships past due: 11%

| Account Name | First Name | Last Name | Contact Person | Email | Phone | Board Member |
|------------------------------|------------|-----------|-------------------|--|----------------|--------------|
| West Platte School District | Brock | Dover | Brock Dover | doverb@wpsd.net | | Brent |
| Hull Lumber Do It Center | Derek | Franklin | Derek Franklin | hulllumber2@gmail.com | | William |
| Norman Landcraft, Inc. | Paul | Norman | Paul Norman | norman63@embargmail.com | | |
| Reece Nichols Weston Bend | Dan | Ovaitt | Dan Ovaitt | dovaitt@reecenichols.com | | Lorri |
| Vaughn Funeral Home | Scott | Vaughn | Scott Vaughn | vaughnfuneralhome@yahoo.com | (816) 935-4074 | Gordon |
| Holy Trinity Church | Steven | Rogers | Fr. Steven Rogers | swishon@ht12.org | (816) 640-2206 | Gordon |
| Mid-Continent Public Library | Rachel Lee | Rafuse | Rachel Lee Rafuse | rrafuse@mymcpl.org | (816) 640-2874 | Lorri |
| National Silk Art Museum | John | Pottie | John Pottie | silkartmuseum@gmail.com | (816) 536-5955 | |
| Blue Jay Nutrition | Brianna | Johnson | Brianna Johnson | bluej.nutrition@gmail.com | 8163864041 | Gordon |
| BEERS TO YOU SALOON | Nyree' | Tabaka | Nyree' Tabaka | nyreet75@gmail.com | 816-386-4081 | Gordon |
| Ella Mae's Creamery | Ame | Taylor | Ame Taylor | emcfoodtruck@gmail.com | 8166747945 | |
| Miller-Donelli Agency Inc. | Chris | Donelli | Chris Donelli | chrisd@mdinsagency.com | 816-858-2521 | Brent |

XII. OFFICE OPERATIONS -

- Weston Walking Tour - Update
- Chamber Merchandise - Budget
- Visitors Guides - EBook + Maps Distribution
- Public Restrooms - Update

XII. Open Discussion – Limit 5 topics, 3 min per topic:

XIV. Chamber Report at Board of Aldermen Meeting - Someone needs to attend on Monday, Aug 14 to ask about adding Short Street to Applefest (Craft vendors)

Adjourn – Brent Newkirk Time: X:XX PM

Next Meeting: September 14, 2023