



## Chamber Board of Directors Meeting

January 11, 2024

(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, Lorri Stanislav, Jeff Turney, William McQueen
- Non Board Members: Joyce Burch, Angela Buckle from Red Barn Farm, Beth from the Chronicle
- Via Google Meet:

Call to order – Brent Newkirk Time: 5:38 PM

#### I. Additions to the Agenda:

II. Approval of January Agenda: **Lorri Motioned, Sarah seconded, all approved**

III. Approval of December Minutes: **Sarah Motioned, Erik seconded, all approved**

IV. TREASURER'S REPORT: **Gift Certificates: \$4058.00, Savings: \$8429.00, Tax Acct: \$62,570.00, Operating: \$22,120.00 Total: \$97,176.00**

**Mel reported that we have been paying the utilities for the business on the second floor. There is no way to break out theirs from ours. There is a question if there is a furnace upstairs. The tenant is using a stove for heat.**

**The budget will be sent out in the next couple of weeks.**

**Sarah motioned, Erik seconded, all approved the financial report as presented.**

#### V. NEW BUSINESS

- Vote on 60-day by law change for elections: **Lorri made the necessary changes to 60 days from 90 days. Erik motioned, Sarah seconded, all approved.**
- Change door codes: **It's been a few years since it has been changed. Brent will change the code.**
- Heated lazy boy in back room: **Erik will remove**



- **Father Christmas retirement event: The Proclamation has been created.**
- **Father Christmas replacement: The plan is to have an event “retiring” the character “Father Christmas”. The plan is to have a display in the museum as a tribute. Going forward we will have carolers and a new Edwardian Santa and his wife as Mrs. Claus every weekend beginning the weekend before “Black Friday” after Thanksgiving. Mel and Brent will talk to Tom about the event.**
- **Fund raising for Fireworks for the Masons (not a Chamber Problem, just a discussion point): Pushed to next meeting. There are concerns on how the Mason’s have been posting negatively on Social Media about the Chamber and our contribution to the fireworks display is being reconsidered.**
- **Update A/R: Lorri will produce that report for future agendas. Mel brought up that we need to review our pricing, specifically for businesses not located in Weston.**
- **Update Chamber events calendar (Dates and Chairs): Lorri will update for future agendas**
- **Change Street Banners: The banners will be changed once it warms up a little. Lorri reported that the Christmas decorations will removed from the tree and light poles.**

## VI. OLD BUSINESS

- **Gift Card Program: Lorri researched about a Visa Gift card and they said we would have to buy them in advance. She is calling the Bank of Weston to see if they can handle them as a debit card. Brent thought the bank may not be able to. He also suggested that we may abandon the whole program. Lorri will research other options.**
- **Photo Contest: Lorri met with a new photographer. She will talk to the city and the Chronicle about the project.**
- **Event Tax: Brent suggested adding a fee “Tourism service charge” or “Event tax” that will added to tickets. This will go to the city / city employees for their participation in Chamber events.**
- **Follow up on last month’s discussion about “Retail Only” on the 1<sup>st</sup> floors of buildings on Main. Lorri is going to contact Greg Hoffman, our Alderman to see what their policy is and how they enforce it.**
- **Insurance Presentation for Merchants – John Joe Insurance. - Approval? Present to Chamber Members? Lorri will contact them.**
- **Building Purchase Update? Tabled**
- **Bi-Laws for new board members. Needs to be distributed to new board members. Done? Lorri is working on this.**



- **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. **William talked to the Mayor and the city is looking for help, with expenses like taking care of the public restrooms. They do not want to take away any of the sales tax revenue. We have a draft of the rebuttal. Brent said we need to send that to the city. The cost of cleaning the bathroom is less than the city is reporting. Brent suggested breaking this into three different items: the Building purchase, taking over the bathrooms, and the agreement with the city regarding the sales tax. It might be more challenging to get all the parts in one negotiation. Erik recommended adding the Chamber also gets ALL of the sales tax revenue. Kathi, Lorri, and Gordon have formed a committee to pursue the restroom committee. Anything New? Setting up a meeting**

- **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. **Last Update? William reported that the Annual dinner is this month (12<sup>th</sup>) and this project will be discussed. February is their Annual meeting where the project will be further discussed. Mel made a motion we become a member of the museum (\$250) and send 4 people to their dinner. Kathi seconded the motion and all agreed. Anything New? The website is up and everything is in place. The project is moving forward.**

- **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. **Update? Hanna sent Lorri a sketch for the card. It was suggested to have it based on events coming up. “Galentine” day for example.**

#### Marketing:

- **The Billboard at Fort Leavenworth? Billboard has been switched to “Warm up in Weston” at Snow Creek. “All things cozy”**
- **PR Updates: Putting together items for future events. Video’s of what there is to do in a day in Weston. They are also looking at other zip codes and areas to market to. They are also going to dig deeper on Key Words.**
- **Ribbon Cuttings: Romero’s Mexican restaurant, The Royal Deluxe, Lodge, Lighting, and Laser. A discussion followed about buying products with “Weston” on it for us to sell in the Chamber offices.**

**IX. CHAMBER EVENTS:**

	<b>Chamber Events</b>	<b>Date:</b>	<b>Chair:</b>
1	<b>Bigfoot Search</b>	April 27	Mel, Lorri
2	<b>Weston Roots Music Fest – emails have been sent to the committee and all have indicated they want to be involved. It will be June 1<sup>st</sup> next year. They want to expand to winery’s, barns, and farms for more locations.</b>	June 1	Erik
3	<b>Plein Air Painting</b>		Sarah
4	<b>Juneteenth – Red Barn Farm</b>	June 15th	William
5	<b>Independence Day Celebration and Parade</b>	July	Gordon
6	<b>Annual Dinner – Bee Creek</b>	May 16th	Lorri, Erik, William
7	<b>Applefest</b>	October 5, 6	Mel, Brent
8	<b>Weston Holiday Open House and Lighting the Park. The Gazebo will be lit for pictures. Downtown will have a window display contest again. “Gingerbread” the businesses downtown.</b>		Lorri, Kathi
9	<b>Historic Candlelight Homes Tour</b>		Lorri, Kathi



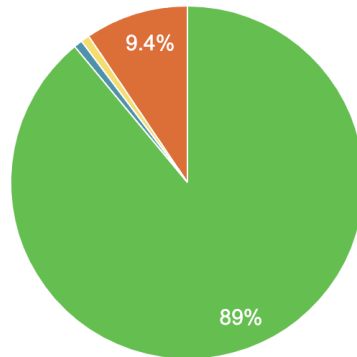
**X. NON CHAMBER EVENTS**

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

Adding Martin Luther King celebration

**XI. CHAMBER MEMBERSHIPS: \* THIS INFORMATION HAS NOT BEEN UPDATED**

<span style="color: green;">■</span> Current paying members	113	89.0%
<span style="color: purple;">■</span> Accounts on lifetime/one-time billing	0	0.0%
<span style="color: blue;">■</span> Accounts on free membership	1	0.8%
<span style="color: yellow;">■</span> Accounts with no renewal date	1	0.8%
<span style="color: orange;">■</span> Accounts past due	12	9.4%



Annual Recurring Revenue  
(current paying members)

**\$13,565**

**XI. New members: Romero’s and Roger’s Laser Company**

**XI. Memberships past due: 47 paid, 88 unpaid**

**XII. OFFICE OPERATIONS: Ordered Paper and cleaning up the back room.**

- Visitors Guides
- Public Restrooms
- Walking Tours
- Website: **394,000 page visits in 2023! Facebook, Mobile, and Google are the sources.**

**XII. Open Discussion** – Limit 5 topics, 3 min per topic: Mel said to replace the header board where the awning used to be and buy curtains for the windows. Update?

**XIV. Chamber Report at Board of Aldermen Meeting Mel and Lorri will go**

**Adjourn – Brent Newkirk Time: 7:49 PM**

**Next Meeting: February 8, 2024**