



Chamber Board of Directors Meeting

September 14, 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:** Victoria Campbell, Joyce Burch, Angel Hovey, Angela Buckle from Red Barn Farm
- **Via Google Meet:**

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

I. Additions to the Agenda:

- Public Restrooms update?
- Taxes for Chamber - Update? (Old Business) Lorri/Mel?
- Walking Tours - (Office Operations) Victoria

II. Approval of August Agenda -

III. Approval of July Minutes -

IV. TREASURER'S REPORT -

V. Bi-Law Reviews / Amendments:

- **VI. NEW BUSINESS:**

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. **No Update.**



- **2023 CPA Chamber of Commerce - Mel and Lorri will take care of it, then Jim, Lorri's husband, will make sure it is correct. Update?**
- **Veteran Banners - Update?**
- 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 Meeting...They have been approved. Lorri asked if we wanted to do brass plaques or QR codes in the windows. The new ones could be in acrylic with the QR code embedded. Mel suggested that the building owners may want to contribute. Lorrie will check and report back. Update?**
- 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. **Lorri reported that it may have many more applications. Update?**
- **VIII. MARKETING: Meeting every two weeks to work on marketing the upcoming events. Update?**

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

Social media:

- **The Billboard at Fort Leavenworth?**
- **PR updates: The changes have been made to the boundaries of the digital marketing campaign. They will meet next week to talk about Fall activities. The ads will be shared for everyone next week. Update?**
- **Discussion followed: William pointed out that he has noticed that days that previously were busy are not as much now. He suggested one night a month the businesses stay open late. "Weston Wednesday's" was suggested, and point out how many female owned businesses there are, and tap into that market. Update?**
- **Ribbon Cuttings:**
 - **Soon to be scheduled: The Celtic Ranch & Whiskey Snug**

IX. CHAMBER EVENTS

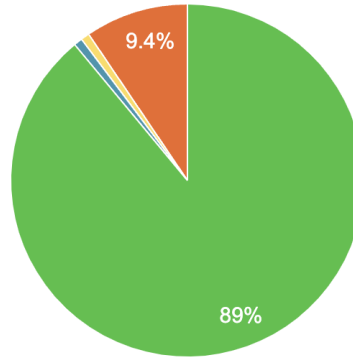
	Chamber Events	Date:	Chair:
1	Bigfoot Search	Sat, April 22	Mel, Victoria, Lorri
2	Weston Roots Music Fest	Sat, Jun 3	Victoria, Erik
3	Plein Air Painting	Sat, Jun 3	Jeff, Sarah
4	Juneteenth	Sat, June 17	William
5	Independence Day Celebration and Parade	Sat, Jul 1	Gordon
6	Annual Dinner - Event Space: Hayley's Eatery. Breakfast for Dinner.	August 20	Lorri, Erik, William
7	Applefest - Mel reported it's going well. O'Malley's have volunteered their stage for music and will pay for it. William suggested using Radio Weston to play music and have advertising at the food court.	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> Lorri reported that Laura helped her with the tree, Roger is not going to decorate it. The Christmas store will help with decorating. Lorri asked if the Mason's would volunteer their location for Father Christmas.	Sat, Nov 11	Lorri, Kathi
9	Historic Candlelight Homes Tour - Lorri reported the budget has been presented and the committee has been created. They are projected \$18,000.00 in net revenue. William made a motion to accept the budget, Erik seconded, all in favor	Sat, Dec 3 and Sun, Dec 4	Lorri, Kathi

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 to Saturday, October 21st.	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	113	89.0%
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	12	9.4%



Annual Recurring Revenue
(current paying members)
\$13,565

XI.a New members:

- **Business Membership:**

- Jennifer Garrison - Photography Art (replacing Morts Classic Cameras). Opening soon!
- Blue Jay Nutrition: New Ownership - Ally & Taylor Foster
- M4 Services LLC. (Heating & Cooling)

XI.b Memberships past due: 11%

XII. OFFICE OPERATIONS -

- **Visitors Guides** - EBook is up and running again on website.
- **Public Restrooms** - Are open again. When they are closed/opened back up again, we generally will hear it from visitors, not the city.
- **Walking Tours** are increasing - With season change, we are inspecting an increase. Michael Bless is our Saturday tour guide for now, as Antonio has other activities on Saturdays. To date we have had one/two tours booked each weekend since launch
- **Website:** Has been updated with seasonal graphics (fall)
- **Applefest prep:** We are on / ahead of schedule this year

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 -

Adjourn – Brent Newkirk Time: __:____ PM

Next Meeting: October 12, 2023