



## Chamber Board of Directors Meeting

Aug 10 2023

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

### Meeting Minutes

#### 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: 5:37 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 - Mel made a motion, William seconded, all approved

III. Approval of July Minutes - Sara made a motion, Mel seconded, all approved

**IV. TREASURER'S REPORT - Gift Card \$3,147.66 (\$2000 is the start up), tax account \$58,597.00 Operating \$19,716.00, Money Market \$7,600.74 William made a motion, Sara seconded, all approved report**

**V. Bi-Law Reviews / Amendments: Nothing to report. Pushed to next meeting**

● **VI. NEW BUSINESS:**

- **Farmers Market - The Farmers' House (Angel/Mel) - Angel reported the Farmers House is going to start a Farmers Market on Saturday's at their location on the highway out of town, throughout the summer months. She is here to ask the Chamber for their support and marketing.**

**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.**
- **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. **Four more in the works, and will be installed next week. We are getting the word out through electronic advertising, the Chronicle, and other marketing. Any profits are going to Veterans services and other related charities.**
- **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. **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.**
- **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.**

**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.**

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

**IX. CHAMBER EVENTS**

	<b>Chamber Events</b>	<b>Date:</b>	<b>Chair:</b>
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	<b>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</b>	Sat, Dec 3 and Sun, Dec 4	Lorri, Kathi
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6. Annual Dinner - To finalize:

1. Who to invite:
  - a. Aldermen, Mayor, Chief Kelly, Fire Chief, Father Christmas, Eric Moser, Tami, Other (and their Plus One)?
  - b. Beth - Weston Chronicle?
  - c. Other?
2. Beverages:
  - a. Mimosas / Other drinks - Included or extra? Holladay will participate.
3. Other?

Lorri went over the details of the evening.

Volunteer of the year nominations: Susan Lindley the accountant (lifetime contribution - her business), and Katie Gaines as the year. Joyce Perdy (lifetime personal).

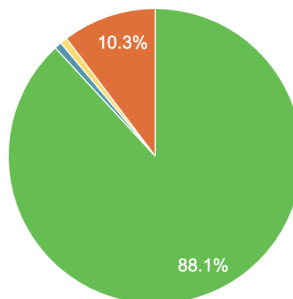
**X. NON CHAMBER EVENTS**

	<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	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	<b>Cheers to Cheese -</b>	<b>Postponed to Saturday, October 21st.</b>	Green Dirt Farm
8	<b>Weston Tobacco Fest</b>	Sat, Oct 14	Weston Tobacco
9	<b>Weston Bluffs Trail run 5K/10K</b>	Sat, Sep 30	Kate Jones
10	<b>Chainsaw Carving in Weston</b>	Oct 28	Backroads Art
11	<b>Whiskey Fest</b>	Sat, Oct 28	Weston Tobacco
12	<b>Trick or Treat</b>	Tues, Oct 31	
13	<b>Peachfest</b>	TBD (August)	Orchard
14	<b>Small Art Festival</b>	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). Opening

soon!

## 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	<a href="mailto:doverb@wpsd.net">doverb@wpsd.net</a>		Brent
Hull Lumber Do It Center	Derek	Franklin	Derek Franklin	<a href="mailto:hulllumber2@gmail.com">hulllumber2@gmail.com</a>		William
Norman Landcraft, Inc.	Paul	Norman	Paul Norman	<a href="mailto:norman63@embarqmail.com">norman63@embarqmail.com</a>		
Reece Nichols Weston Bend	Dan	Ovaitt	Dan Ovaitt	<a href="mailto:dovaitt@reecenichols.com">dovaitt@reecenichols.com</a>		Lorri
Vaughn Funeral Home	Scott	Vaughn	Scott Vaughn	<a href="mailto:vaughnfuneralhome@yahoo.com">vaughnfuneralhome@yahoo.com</a>	(816) 935-4074	
Gordon						
Holy Trinity Church	Steven	Rogers	Fr. Steven Rogers	<a href="mailto:swishon@ht12.org">swishon@ht12.org</a>	(816) 640-2206	Gordon
Mid-Continent Public Library	Rachel Lee	Rafuse	Rachel Lee Rafuse	<a href="mailto:rrafuse@mymcpl.org">rrafuse@mymcpl.org</a>		(816) 640-2874
Lorri						
National Silk Art Museum	John	Pottie	John Pottie	<a href="mailto:silkartmuseum@gmail.com">silkartmuseum@gmail.com</a>	(816) 536-5955	
Blue Jay Nutrition	Brianna	Johnson	Brianna Johnson	<a href="mailto:bluej.nutrition@gmail.com">bluej.nutrition@gmail.com</a>	8163864041	Gordon
BEERS TO YOU SALOON	Nyree'	Tabaka	Nyree' Tabaka	<a href="mailto:nyreet75@gmail.com">nyreet75@gmail.com</a>	816-386-4081	Gordon
Ella Mae's Creamery	Ame	Taylor	Ame Taylor	<a href="mailto:emcfoodtruck@gmail.com">emcfoodtruck@gmail.com</a>	8166747945	
Miller-Donelli Agency Inc.	Chris	Donelli	Chris Donelli	<a href="mailto:chrisd@mdinsagency.com">chrisd@mdinsagency.com</a>	816-858-2521	Brent

## XII. OFFICE OPERATIONS -

- **Weston Walking Tour - Update** - Victoria reported it is going very well. Every Saturday he has at least one tour booked.
- **Chamber Merchandise - Budget**
- **Visitors Guides - EBook + Maps Distribution** - ebook is down. They are out of business. They are working on a new vendor. We are out of maps for the visitor guides. Suggested mounting a brochure folder on the outside of the building.
- **Public Restrooms - Update** - Bathrooms have been closed because of a leak. The city is possibly working on it, but there is no update.

**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.

William suggested sending a Thank You Card to Carrie Turner who created the “Mrs. Roper” pub crawl last weekend. ...and having more Theme weekends: 80’s weekend, Grease Weekend, Bewitched, etc., etc.

**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) - Lorri Will Go.**

**Adjourn – Brent Newkirk Time: 7:10 PM**

**Next Meeting: September 14, 2023**