

- I. Call to Order & Roll Call**
- II. Adoption of Agenda**
- III. Consent Agenda**
 - October 2019 Meeting Minutes
(if approved, to be uploaded to website – any Executive Session to be excluded from minutes)
 - Committee Meeting Minutes (those that were submitted)
- IV. 2020-2021 Board of Directors - Election**
- V. Officers' Reports**
 - President's Report – *Ryan Monette*
 - Treasurer's Report – *Nathan Bolin*
 - Director of Membership Engagement (DME) Report – *Branda*
- VI. Standing Committee Reports**
 - Finance Committee – *Nathan Bolin (may be included in Treasurer's Report)*
 - Marketing Committee – *John Broda*
 - Membership Committee – *Ryan Monette (no report)*
 - Nominating Committee – *Tricia Diduch*
 - Government and Community Affairs Committee – *Ryan Monette (no report)*
 - Women @ Work Committee – *Angi Kolthoff*
 - Special Events Committee – *Anabel Toye*
 - Ambassadors – *Lea Evers*
 - Stateline Business Expo Update – *Kelly Maier*
- VII. Other Committee Reports**
 - Personnel Committee – *Dr. Mike Piller*
- VIII. Old Business**
 - Website Directory (\$500 annual)**New Business**
 - Marketing Plan
- IX. Adjournment**
 - Next Meeting: December 13th (8:00am, Mary's Market)

Board of Directors: Ryan Monette, John Broda, Nathan Bolin, Anabel Toye, Tricia Diduch, Dr. Michael Piller, Stacy Phillips, Angi Kolthoff, Lea Evers, Zachary Townsend, Patty Hutchinson
Staff: Kelly Maier (Office Manager), Branda LaBuy (Director of Member Engagement)



RyCOM Creative Corp.

Agency of Record Report - Nov. 2019

Social Media

Casino Night Photos • 1,500 Reach | 610 Engagement

Overall • 2.13k Engagement | 267 Page Views | 9,007 Reach | +4 Likes

Comparison (GBCC) • + 3k likes | + 1,150 Weekly Engagement

eNewsletter

Past 30 Days • 2,752 Emails | 613 Open (22.27%) | 57 Clicks (9.3%)

Past 360 Days • 56,222 Emails | 12,988 Open (23.1%) | 970 Clicks (7.47%)

Completed Projects

IWIB • Last minute presentation and program - cause we're awesome

Casino Night • Design & print all event materials

SBX • Logo, web updated, booths added & customized for order

Current & Upcoming Projects

Awards Gala • All the stuff and things

2020 Sponsorship Packet • All the stuff and things

SBX • Negotiate media, continued advertisement

Member Discount Card • Want more offers listed (now more than GBCC)

Directory • Waiting on updated member list

**We help
you get more**

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Marketing Committee Meeting Tuesday November 5th 2019

Meeting 10 am - Attendee's : John Broda, Ryan Rydell, Branda LaBuy

Agency of Record Report

- Social Media
 - Casino Night
1,500 Reach / 610 Engagement
 - Overall
2.13k Engagement / 267 Page Views / 9,007 Reach / +4 Likes
 - Comparison
+3k Likes / +1,150 Weekly Engagement
- eNewsletter
 - Past 30days
2,752 emails / 613 Open (22.27%) / 57 Clicks (9.3%)
 - Past 360 days
56,222 emails / 12,988 Open (23.1%) / 970 Click (7.4%)
- Completed Projects
 - IWIB
Will create photo album on Facebook and tag all appropriate parties
 - Casino Night
Pictures have been posted
 - SBX
Discussed automation and process to communicate registration

Meeting Notes

- Upcoming events
 - Awards Gala
 - a. Date is set
 - b. Have nothing started as of yet
- 2020 Sponsorship Packet
 - a. Will use last year as a template to get started
- Member Discount Cards
 - a. Have a few more benefits added recently
 - b. Need to print 2020 cards at a cost of \$300 (\$1 per card)
 - c. All discounts need to be updated on website as soon as they come into office
- Directory
 - a. RyCom has no directory list for update. Chamber office needs to get the info to Rycom for existing members and has to also send info ASAP when a new member joins.



General Event Info

Event Name _____ Proposed Date _____

Description _____

Address _____

City _____ State _____ ZIP _____

What Chamber goal does this event help us achieve?

- Business Development Education Networking Political Action Quality of Life

What, if any, other events are happening at or around the same time? None

Committee Info

Chair Person _____

Board Member Yes No

Next 3 Meetings _____
List only the dates

If no, you must attend board meetings to give reports, or appoint a current board member to give an update for the committee.

Marketing

What channels do you plan to use for marketing?

- Social Media Newspaper
 Website Television
 Email Radio

How much has been spent on Marketing in the past?

- Nothing
 Average Yearly \$ _____
 Don't know / Not applicable

Finance

What is the main financial goal for this event?

- Fundraiser for the Chamber
 Fundraiser for area organization
 Not Applicable

What is the event's history of income?

- Makes Money Avg Profit \$ _____
 Loses Money Avg Loss \$ _____
 Don't know / Not applicable

Tuesday, November 5th, 2019

Ambassadors Meeting Minutes

Present: Lea Evers, Megan Gove, Patti Hutchinson, Johnna Held, Erica Moore, Hannah Mayton, Branda LaBuy

Absent: Tarrah Hawes, Brenda Brugger, Andy Jones

- Scholarship Fundraiser: Bingo Night: Scheduled for March 19th 6:30 pm to 8 pm
 - Each ambassador to work on securing donations for the Bingo prizes.5 each with minimum of \$10 value.
 - Lea to provide trolls again
 - Kelly to make a flier: Ticket price is \$15. Extra cards are \$5.
 - Food: Chips and Dips, light appetizers. Cookies/Cupcakes.
 - Offer food sponsorship - \$150, dessert sponsorship - \$100
- Ribbon Cuttings
 - Wendys: November 20th 9 am ... Rescheduled after meeting
 - Gem Shop: delayed to spring
- Speed Networking for Elevate coming up 11/12
- RoRo: Renamed Stateline Business Expo – March 7 and 8
 - Ambassadors requested to work in shifts to cover the donation bin for the scholarship
- Member Engagement plan utilizing ambassadors will take effect in January. Plan to review chamber benefits etc with all ambassadors at November meeting (Branda).
 - Sending out a request for commitment from each ambassador to attend meetings (or notify chair) and to be on board with the member engagement drive and ribbon cuttings etc.
- Branda requested 2020 calendar for lunch n learns, after hours, etc. If we want to be on the rotation, email her.
- Meetings
 - Starting January 2020, meetings will be held on the 2nd Wednesday of the month at 11:30 am
 - Next meeting January 8th at 11:30 am. Location Artisan in S. Beloit