

I. Call to Order & Roll Call**II. Adoption of Agenda****III. Consent Agenda**

- September 20 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. Officers' Reports

- President's Report – *Ryan Monette*
- Treasurer's Report – *Nathan Bolin*
- Director of Membership Engagement (DME) Report – *Branda*

V. 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 – *Branda LaBuy and/or Lea Evers*
- Stateline Business Expo Update – *Kelly Maier*

VI. Other Committee Reports

- Personnel Committee – *Dr. Mike Piller*

VII. Old Business

- Website Directory (\$500 annual)
- Office – Mold Issue

VIII. New Business

- Marketing Plan

IX. Adjournment

- Next Meeting: November 15th (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)

I. Call to Order & Roll Call

8:08 am.

John Broda, Angi Kolthoff, Anabel Toye, Nathan Bolin, Mike Piller, Zach Townsend.

Excused: Ryan Monette, Lea Evers, Stacy Phillips, Paty Hutchinson.

Staff: Kelly Maier, Branda LuBuy

Others: Ryan Rydell

Absent: Tricia Diduch.

II. Adoption of Agenda

-Angi makes motion to adopt agenda. Anabel, Second. Unanimous consent.

III. Consent Agenda

- August 16 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. Officers' Reports

- President's Report – *Ryan Monette*
-No report.
- Treasurer's Report – *Nathan Bolin*
-41k in net income. On track for 61K including income from Elevate. (Elevate income was not projected 2019 budget.
-Working on 2020 budget.)
- Director of Membership Engagement (DME) Report – *Branda*
- 5 new paid members this month. Several new member applications awaiting payment (Exact number not provided.)
-Working on Casino Night sponsorship sales.
-Main St Square Business after hours scheduled for Oct 17th. This event will serve as one out of three events the Chamber is required to host - per lease agreement.
-Mike Piller brought up the idea of hosting a "kids carnival" as a possible second event. potential date- June 2020. Mr. Piller volunteered to Chair this event.

V. Standing Committee Reports

- Finance Committee – *Nathan Bolin (may be included in Treasurer's Report)*
- Marketing Committee – *John Broda*
No report from Mr. Broda
Ryan Rydell - marketing update/overview of the last two weeks.
-Marketing is focusing on making sure social media platforms are getting a high amount of traffic.
-Email campaigns remains effective. Open and click-through rates remain consistent.
-Main focus is the (RORO) Business expo. Date is set. working with hononegah on finalizing layout.

-Digital assets-Working on simplifying operating system for Elevate and renewal of memberships.

- Membership Committee – Ryan Monette (no report)
- Nominating Committee – Tricia Diduch
-No Report
- Government and Community Affairs Committee – Ryan Monette (no report)
- Women @ Work Committee – Angi Kolthoff
-September 2019 Bi-Chamber event was a success with 600 in attendance (original attendance goal was 250.) This event has an estimated profit of 8k-9k. P&L not finalized-Will present at a future meeting or include in committee minutes.
-Event raised an additional \$900 to be donated to Hendricks CareerTek. Funds were raised through sales of wooden boards displayed at every table.
- Special Events Committee – Anabel Toye
Casino Night: Seven sponsorships remain available. Working on securing raffle basket donations.
Membership Awards Gala in the works and scheduled for February 6th, 2020. Event will take place at The Pavillion in Rockton, IL.
- Ambassadors – Branda LaBuy and/or Lea Evers
-No Report

VI. Other Committee Reports

- Personnel Committee – Dr. Mike Piller
No Report

VII. Old Business

- Executive Session (continuance from July Board meeting)
Postponed.
- Website Directory (\$500 annual)

VIII. New Business

- Office – Mold Issue
§-Mold was found along the back wall where water has been leaking into the building. Due to health and safety concerns, Branda and Kelly will be working out of RyCom's office until this issue is resolved. Landlord has been notified, repairs have been scheduled.
- Marketing Plan
Postponed.
- RORO-
-RORO committee proposed renaming the RORO Expo to "The Stateline Business Expo"
- RORO revamp: Stateline Business Expo. Getting rid of the red and white. Message to members etc. about change, include "Formerly known as RORO Expo" for the first year.
Nathan makes motion to officially change the name of the RORO expo to The Stateline Business Expo. Anabel, Second. Unanimous consent.

IX. Adjournment

9:07am

- Next Meeting: October 18th (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)

Agency of Record Update

Over the last 30 days Thortons Ribbon Cutting has had our largest engagement. 27% open rate for our emails with a 10 ½ % click through rate for this past month compared to the open rate of 23.6% with a click through rate of 6.84% for last year.

General Chamber Marketing

- Board Member Stories – Zach & John have completed. Please sign up ASAP with Ryan. Would like to see Patty, Lea, Angi or Anabel next.
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Upcoming Events

- IWIB Luncheon – Need to complete follow up posts. RyCom needs pictures ASAP. Maybe do an interview with award winners.
- Casino Night – \$100 ad buy for social media in budget
- Awards Banquet -
- SBX – Stateline Business Expo

Membership Value

- Elevate
 - Policies & procedures – Branda & Kelly will review these with the circle leaders and get their input as well. Then all will be printed in a binder at chamber office.
 - Members waiting for a circle – 3-4 waiting for spots
- Member Rewards Card
 - Want more offers to provide perceived value – Need to promote more at sign up with new businesses.
 - Have members received their cards? -Branda is handing out as she meets members.
-

Unfinished Business

- Strategic Planning -
-

New Business

-

Next Meeting: November 5th



RyCOM Creative Corp.

Agency of Record Report - Oct. 2019

Social Media

Thorntons Ribbon Cutting • 4.2k Reach | 645 Engagement
Overall • 1.4k Engagement | 258 Page Views | 6,310 Reach | +23 Likes
Videos • FBM John Broda 82m, 179 3s | Casino Night 72m, 276 3s
Comparison (GBCC) • + 3k likes | + 180 Weekly Engagement

eNewsletter

Past 30 Days • 3,446 Emails | 936 Open (27.16%) | 97 Clicks (10.36%)
Past 360 Days • 63,617 Emails | 14,669 Open (23.06%) | 1,004 Clicks (6.84%)

Completed Projects

IWIB • Last minute presentation and program - cause we're awesome
Casino Night • Teasers, Videos, and Ticket Sales
Featured Board Member • John Broda Video
SBX • Layout done and approved by HCHS

Current & Upcoming Projects

Casino Night • Continued marketing & design
SBX • Online registration, emails, logo, etc...
Member Discount Card • Want more offers listed (currently have same as GBCC)
Directory • Waiting on updated member list
Awards Gala • All the stuff and things
2020 Sponsorship Packet • All the stuff and things

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you get more**

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Special Events Committee Meeting 10/8/19

Chair: Anabel Toye

Members present: Branda LaBuy, Kelly Maier, Ryan Rydell, Ryan Monette

- Sponsors
 - Table Sponsors (3) only @ \$500.
 - One sold - MeryCare Health Plans (not paid yet)
 - Craps Table - Stillman Bank (not paid yet)
 - Roulette Table - FurstStaffing (paid via website)
 - VIP - RyCOM (not paid yet)
 - Black Jack (4) available
 - Envoy Mortgage (not paid yet)
 - Branda is going to go through the membership list and request sponsorships from members.
 - Branda is going to reach out to gas stations like Thorntons.
- Silent Auction - Need at least 20 items.
 - Red Barn - (2) two person rounds of golf
 - KidSpot - Confirmed donation
 - IceHogs- Basket
 - Triple Crown - Basket
 - Erica's Board Creations - Winter Board
 - Prosser- Hotel & dinner for 2.
 - K.Paige - Basket
 - Valcano Falls \$50 in gift cards.
 - Beloit Snappers - Basket
 - Sosnowski - Basket
 - Downtown Rockton Basket - Rockton Inn committed.
 - Janesville Jets- Tickets
 - Midway Village - Sock Monkey Basket
 - Beloit Club - Certificates
 - W Club Tickets- Game Day to be determined.
 - Anabel is going to follow up with Mike Piller on Milwaukee basket.
 - Brainstormed other businesses to contact for donations/sponsors.
 - Branda will make copies of the sponsor letter, will bring letters to business, will call will again within 48 hours to follow up.
 - Anabel will send a message to everyone on Facebook who clicked interested.
 - Lottery tickets
 - Gift cards - Louie's, Scorchy's, Prairie Street Brew House, Thorntons, Royal Car Wash, Beef -a- roo, Hallmark, Carz R us, Dairyhaus, Dairy Queen, Historic Auto Museum
 - AMC movie theater, Escape Rooms - Rockford?,

- Loves Park Motor Sports, Apex, XL, LOL pet grooming, NV us nails, Bagels and More, Bushel and Peck, Tilly's Pizza, JMK, ShoGun, Laser tag, Martin Exteriors,
- Attendance:
 - 31 tickets sold
- To Do List:
 - Money Bags
 - (1) Registration/Money Purchase
 - Silent Auction Board
 - Silent Auction Sheet
 - VIP Lanyards
 - Sponsor Signs
 - Posters - 10/17
 - Signature Drink Sign
 - Money/registration list

Next Meeting: 11am on 10/23 at RyCOM

Special Events Committee Meeting 9/25/19

Chair: Anabel Toyé

Members present: Ryan Rydell, Branda LaBuy, Kelly Maier

- Casino Night
 - Table Sponsors (3) only @ \$500.
 - Joe Locke runs car shows, contact him to see if cars between 1910 and 1930 can come and park out front.
 - Annabel Talked to Joe and it is really weather dependent. He will try and get 2 there, greatly TBD.
 - Menu - 10 doz each
 - Classic Bruschetta \$20/doz
 - Shrimp, mango, and lime ceviche \$28/doz
 - Petite BLT \$29/doz
 - Bacon-wrapped chestnuts \$24/doz
 - Mushroom turnovers \$28/doz
 - Signature Drinks
 - Daisytini, Gatsby Fashioned
 - Ryan is reaching out to Antwon to see if he will photograph the event for \$100
 - VIP tickets up to \$100 and will include one drink ticket.
 - Ryan/Anabel will send something to Beloit Club to advertise to members
 - Ryan will draft a donation letter.

Stateline Business Expo (Formerly RORO) Committee Mtg 10/16/19

Staff Run

Present: Ryan Rydell, Anabel Toye, Kelly Maier, Branda LaBuy, Ryan Monette

- Ryan R. is still waiting for a price.
- Kelly is working on getting registration live by end of week.
 - November for 2019 Vendors, December for Chamber Members, January for Public.
- Ryan M. will reach out to his contact for inflatable obstacle course. If that doesn't work, possibly reach out to Coral Cove, or RRYMCA, or North Park Rental. Paid \$214 last year.

Next meeting Wednesday, Oct 16th.

Tuesday, October 1st, 2019

Ambassadors Meeting Minutes

Present: Lea Evers, Megan Gove, Patti Hutchinson, Tarrah Hawes, Johnna Held, Brenda Brugger, Erica Moore, Branda LaBuy

Absent (notified): Andy Jones

Absent (no notice): Hannah Mayton, Danna Krischke

- Scholarship Fundraiser: Bingo Night: Scheduled for March 19th
 - Each ambassador to work on securing donations for the Bingo prizes.
 - Megan to research trolls
 - Kelly to make a flier
- Ribbon Cuttings
 - Edward Jones Lea Evers October 3rd 4-6 pm
 - Gem Shop sometime in October – Branda to keep us posted
- Casino Night needs donations for prizes
- Speed Networking for Elevate coming up 10/23
- TBD Biz After Hours at Main Street Square
- Ambassador assistance requested at the Nonprofit vendor fair in Rockton on 10/16 at Rockton Community Center
- RoRo is March 7th and 8th. Scholarship donations being accepted. Asking Ambassadors to help.
- 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.
- Meetings
 - Starting January 2020, meetings will be held on the 2nd Wednesday of the month at 11:30 am
 - Next meeting November 5th at 11:30 am. Location TBD