

# Neligh Chamber of Commerce Board Meeting

October 13, 2020. Noon Chamber Office

Present: Steve, Rich, Jill, Jennifer, Traci,

Absent: Jaryd, Dianne, Ben

Other Guests: Lianne Lawson, Lisa Hanson, Ashton Higgins, Lauren, Bri

Meeting called to order at 12:08 PM.

Approval of September Minutes: Motion: Jennifer, 2<sup>nd</sup>: Jill

Approval of September Bills: Motion: Rich, 2<sup>nd</sup>: Traci

## Old Business: (12:08)

1. Chamber Business Promotions amongst Covid-19: It was decided to form a committee to decide when ads will run, pricing, and the idea to run these in conjunction with the Co-op Ads. Steve & Traci are on the committee which is still looking for a few more members. A special meeting will be held later this month with this being on the agenda.

## New Business: (12:15)

1. New Board Member to take Matt's place: Lianne Lawson was the only Chamber Member to apply to fill the open Chamber Position. A motion was made and carried to have Lianne join the Chamber Board. We are thrilled to have her! **M: Traci, 2<sup>nd</sup>: Rich**
2. Board Member Nominations for elections next month: Bri will send an email out to all the Chamber asking for nominations on the upcoming seats. 3 positions will be up this year, (Dianne Carlin, Ben Zegers, and Jaryd Montgomery): Bri will send an email out asking for nominations to vote on for the upcoming month's elections.
3. Chamber Logo update: The board was present with new logo ideas to help make a more contemporary design. Three options were decided on and will be sent out to the rest of the Chamber for a vote.
4. City Hall welcome bags: The Chamber would like to know about how many bags are used per year. Bri will collect this information and present it at the next meeting to help finalize the decision.
5. Canva Account: Canva is a marketing and promotional tool that helps to design flyers, ads, brochures, logos, and more. The Chamber often uses this for their brochures and social media ads. It was passed to purchase Canva with the hope of having a class to teach other business how to use this tool.
6. Food Trucks: After much discussion, it was decided to allow the extension of a Chamber Membership to the Food Trucks as a chance to support Neligh like Neligh supports them. It will be under the 1-5 employee membership rate.
7. Chamber director report: The main focus of the chamber for the past month has been Novemberfest. The Committee has been meeting once a week to ensure everything is getting done in time for the event. Tickets are 1/4<sup>th</sup> of the way sold, 9 of 10 tables are sold, and we have 8 total alcohol vendors with 3 food vendors. The programs are in the process of being assembled. The Ad sales in the book helped to fundraise enough money to cover the cost of the program and the commemorative tasting glasses. Items that are still being worked on include the silent auction, homebrew competition, and finding volunteers.

The Expo committee is looking to be meeting soon to start planning for the 2021 Expo. Bri also attended a Chamber Conference on October 8 and 9. She participated on the online version (\$50)

instead of the in-person option (\$300) for cost reasons to and to stay socially distant with Novemberfest coming soon. For hours, she currently is sitting at 819/1040. She has different advertisements to remind people to shop local and to check out our shop local button especially with the holiday shopping season coming soon. Finally, she has been working on the TEC boxes with the extension office to try to decide what the best route is to implement this entrepreneur program. **M: Traci 2<sup>nd</sup>: Rich**

8. **ED Report:** Lauren reported that there was 1 application for LB840 emergency assistance that would be presented to the council for the October Meeting. This means that there are 3 more grants available. The digital façade grant has also officially been launched. This is a \$1000 grant that will allow businesses to update or start their digital footprint. This could include social media work, marketing, websites, a point of sales system, and so many other options.

The Smeal Building was listed. This allowed the ED office to be able to gather a little more information on what their intents are with the building and the needed information as a possible commercial property. Rainbow fountain has been cleaned up and now we are looking to possibly have a fall planting. Amanda Elder and the NOPS FFA are working together to come up with the next step and how to go about this. However, they are slightly held up as the leak needs to be fixed before they can proceed. The ED board has reviewed the strategic plan and the updates are being presented to the council. Neligh is looking into doing some marketing videos to promote the tourism and community as a whole. They will be aimed more at the younger generation and be only around 15-30 seconds long per video with a total of 6 videos. Finally, as an update on the Clearwater Contract, they were able to give a verbal commitment to renew. **M: Rich, 2<sup>nd</sup>: Lianne**

#### Committee Reports:

9. **Membership:** Membership Brochures with Scholarship insert were approved (with the update of photos) and will be sent out in the beginning of December.
10. **Expo:** none
11. **BBQ:** None
12. **Promotions:** FBLA Halloween Trick or Treating is taking place this month. Instead of the normal main street and legion festivities, it will be taking place at River Side park as a Trunk & Treat to promote social distancing.
13. **Annual Meeting:** The annual meeting is coming up next month. We need to nominate individuals that will have a chance to be elected next month. Bri will send an email out to gather nominations.
14. **Business After Hours:** Traci will be looking to celebrate one year of owning the flower shop. We hope to have the Chamber come celebrate with her!
15. **Holiday Parade of Lights:** none
16. **Annual Banquet:** It was decided that instead of hosting our traditional Annual Banquet this year, we will be recognizing members at Novemberfest. Trophies are ordered and just need the nominations to be brought in.
17. **Novemberfest:** Covered in the Chamber Director Report

Adjourn: **Motion: Jill, 2<sup>nd</sup>: Traci, meeting adjourned at 12:53 PM**

Approved by Traci Jacobsen, secretary

Date: 10/22/2020