

Roanoke Chamber of Commerce Board Minutes
March 14, 2007

In Attendance: Dave Harris, Jim Warner, Jodie Hunnicutt, John Klingenberg, Alice Eshelman, Nancy Weigelt, June Ball
Absent: Michelle Schwieterman, Chris Jensen

I. February Minutes

The Board reviewed the minutes from the February 6, 2007 meeting.
John Klingenberg – motion to accept the minutes
Jim Warner – 2nd the motion.

II. President's Report

Dave Harris presented several topics in his report:

a. HCUED Meeting

Business Plan Resource– Kate Schwab presented and indicated that Huntington University will assist start up companies in the development and refinement of Business Plans. This is something that we should make available to member businesses.

Lime City Plan Document – This plan is a start up document for the Huntington Community in assessing the direction they want to take in business development. Dave Harris indicated that he would make copies available for anyone on the Board that would like to review the material. He also indicated that the Planning Committee would make reference to this document when developing the Business Development plan for Roanoke. A major conclusion as part of the Lime City Plan was the recognition of the need for High Speed Internet.

b. Town Council Update

It was reported that Perry Collins plans to donate approximately 20 hours of his time per week to Town Council duties. This is a tremendous commitment by Perry and a huge benefit for the community.

c. Romary Property

- Interested parties were discussed, but nothing official
- Dave suggested that Nancy and Chris keep the Board updated on land available for commercial development.

d. Website Developments

Dave passed along positive comments about the changes and improvements made to the discoverroanoke.org

III. Vice President's Report

Michelle Schwieterman was not present. No report.

IV. Treasurer's Report

June Ball presented statements from January and February.

- January's report was not complete in time for the February meeting since the bank statement from Bippus State Bank had not arrived. The completed report was presented along with a list of Chamber memberships deposited.
- February's report was presented along with a list of Chamber memberships received and deposited.
- Jim Warner – motion to accept Jan. and Feb Reports
- Alice Eshelman – 2nd

V. Membership Committee Report

Jim Warner listed the new Chamber members he and Chris had brought into the roster. Jim discussed how he and Chris have been meeting business owners to discuss the benefits of membership and to find out what members would like from membership in the Chamber. Jim and Chris's 2007 goal is to raise the membership by 20% (10 new members)

Selling points they are presenting include:

- a. Listing on the DiscoverRoanoke.org website
- b. Members only opportunities connected with the Parade of Homes (see section XII)

VI. Media Relations Committee

June Ball presented the progress the media committee has made.

a. Website Updates (John Nelson, webmaster)

- Perry Collins letter welcoming visitors to the website and to discover Roanoke posted on the site
- Town Council meeting minutes are now posted
- Chamber Board minutes are now posted
- Back issues of Floorboards are now posted
- Information releases
- We are experiencing some difficulties with the Calendaring feature, but John is working on it.

b. Northeast Indiana Website

- Roanoke now has a separate page on this site! We are no longer a sub page of the Huntington page.
- More information is needed for our page on this site. The media committee will be working on populating the site.

c. Scholarship Competition

- John Klingenberger discussed the press release he wrote and the publications he submitted it to. Letters also went out to Huntington North, as well as several private high schools in the area where Jackson Township teens are attending school.
- John will head up a committee to review the candidates.
- At the time of the meeting, no entries had arrived.

VII. Farmers Market

Brief discussion by the Board. Dave Harris and Nancy Weigelt will head up the market this year. They will be sending out invitations to farmers and vendors, and developing the entertainment line-up for this year's events.

VIII. Taste of Roanoke

Alice Eshelman and Jodie Hunnicutt are heading up this event. Alice brought up discussion of making some changes to this year's event. She has suggested charging each participating vendor a fee and each vendor will be responsible for set up and clean up duties. Last year, members of the Huntington baseball team we sponsored were unable to attend and help with these efforts.

IX. Volunteer Roanoke

Dave Harris is heading up this program to enlist citizens of Roanoke and the surrounding areas who would like to participate in events in a volunteer capacity.

- Dave will submit an article for the April issue of FloorBoards to promote the program
- Enrollment and database will be developed and operated through the website

X. Parade of Homes

The Board had three options presented:

1. Sponsor its own booth – Cost is \$500.00
2. Share a booth – cost of \$250.00
3. Not to participate.

The Board members agreed option 3 was not wise. Jim Warner offered to share the booth he purchased for his Edward Jones office. The Board decided to share his booth. It cuts both his and the Board's cost to participate, and it allows the Chamber to have a presence at this event.

Publications to be completed in time for the Parade of Homes will be:

- Visitor's Guide – a 3-fold publication with a calendar of events for 2007, and information about attractions and dining venues. The brochure will be in color and printed on high quality paper.

- Business Directory – a listing of the Chamber members segmented by type(s) of services offered, and listed alphabetically for easy reference by the reader.

June and Alice will be developing these publications.

Both publications will be part of the New Resident Package the Media Relations committee is developing.

XI. Adjournment

Dave Harris- motioned to adjourn the meeting
Everyone 2nd.