

McGregor Area Chamber of Commerce- Board Meeting Agenda 02/16/2023

Working to effectively promote, support and grow the economic environment for the business and tourism industry in the area

Call Meeting to Order

Liz Dean- Photo for article the Age is running

Item	Discussion Points	Decision
Approve Secretary's Report	Sent via email	
Approve Treasurer's Report	Sent via email	
Old Business		
Strength Finder Assessment	Will be sent out prior to the next meeting so we include new Board members	
New Business		
QuickBooks Payment Approval	QuickBooks charges between 1%-2.9% plus .25 per transaction. Each invoice would have a link to make a payment online.	
Liz Dean Coaching	Review Summary and decide next steps	
Investment Package numbers	See attached from 2022- any questions or changes	
Accept resignation of Board Member Jon Napoli		
Wild Chamber Night	Monday April 3 rd - Wild Game and networking event General Fund- reasonable price	

Executive Director Updates

SMART GOAL- Increase Partnership by 10% Annually

Partners- Several Businesses that did not renew 2022 have reached out, Anniversary renewals will be going out once we have the payment option on the invoice decision, March is the biggest month.

Marketing update: See attached Graph

During the months of May, June, September, and October, our ads received:
9,121 clicks, 827,446 impressions, and 1,993 conversions (clicks to partner, lodging, and restaurant pages)

Explore MN Reimbursement request was submitted (\$7500). We will apply for the next available grant.

Mark your calendars- we can set up committees next month

- Next Sunset Social-March Log Home Pizza
- Taste April 27th
- Brewfest June 24th
- Golf- potentially July 30th
- WRD- Labor Day weekend

Annual Dinner Updates & volunteer

Elmo is making awards- I'll keep it a secret until the dinner. Can someone invite Tanya?

Any other issues to come before the Board Adjourn