

McGregor Area Chamber of Commerce- Board Meeting Minutes 04/20/2023

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

Meeting was called to order at 9:05 am. Present for the Board were Brandon, Tim, Cory, Rachelle, Ashley, Kari, Dakota, Katie, Gina, Jess, and Brittany

Presentation from Mark Jeffers- County Wide Tourism

Item	Discussion Points	Decision
Approve Secretary's Report	Sent via email	Brandon made a motion seconded by Rachelle to approve the secretary's report from the March meeting. All voted in favor and the motion carried.
Approve Treasurer's Report	Sent via email	Gina made a motion seconded by Brandon to approve the treasurer's report. All voted in favor and the motion carried.
Old Business		
Liz Dean Coaching	Review Options with Budget given to Liz and Approve	The board agrees that we want to lean towards more member affiliated and career development coaching. The board wants the focus to be on the members. Rachelle made a motion seconded by Katie to approve coaching for 6 months to address businesses needs and employment. All voted in favor and the motion carried.
Marketing	Review and Approve 2023 Plan from Strateligent	Brandon made a motion seconded by Brittany to approve the 2023 Strateligent plan. All voted in favor and the motion carried.
New Business		
Insurance Renewal	Would we like Nate to come give us an overview?	The board agreed Nate did not need to give an overview.
Lodging Tax Issue	Shamrock is working on the number-we will need approval for reimbursement	Brandon made a motion seconded by Katie to approve paying the \$5,200 back to Shamrock Township without interest. All voted in favor and the motion carried.

Executive Director Updates

SMART GOAL- Increase Partnership by 10% Annually

Partners- Renewals are going well- April renewals will be going out this week.

Review Strength Finder results and discuss future committees.

Event Planner Updates

SMART GOAL-Committed to finding innovative strategies to grow our current events.

Any other issues to come before the Board

Meeting adjourned at 10:26 a.m.

Upcoming Board Meetings:

4/20/23	9/21/23
5/18/23	10/19/23
6/15/23	11/16/23
7/20/23	12/21/23
8/17/23	