

Elizabethton/Carter County Chamber of Commerce
Board of Directors Minutes
November 17, 2011

Present: Richard Tester, James Royston, Frank Newman, Courtney Valentine, David LeVeau, Keith Young, Ken Markland, Melanie Stanton, Cleo Reed, Danny McClain, Chris Mathes, Chris Cannon, Leon Humphrey

Absent: Jay Robbins, John Huber, Dean Blevins, Danny Smith, Kathy Pierce, Sam LaPorte, Bill Taylor, Keith Whitehead, Chandraea Shell, Nathan Goodwin, Caroline Hurt, Carmella Price, Richard Vanhuss,

Media: Ashley Rader, Charles Cross

Staff: Felicia English, Annika Hampton, Kim Eggers, Tom Anderson

President Richard Tester Presiding

Welcome: President Tester 12:13 PM

Invocation: James Royston

Pledge of Allegiance: Dr. Keith Young

Minutes Approval October:

Motion: Keith Young

Seconded: David LeVeau

Motion Carried

Financial Report: presented by David LeVeau

Mr. LeVeau reviewed the bank balances and the profit and loss report.

President Tester inquired about the capitol improvement account- transactions will be reflected in Nov. financials.

Chris Mathes inquired if Covered Bridge funds are used for anything other than the Covered Bridge Celebration. President Tester explained that funds are not spent without prior approval from the Board.

Motion: Frank Newman

Seconded: James Royston

Motion Carried

Discussion /Action

As there was no new business, President Tester opened the floor for open discussion regarding Chamber membership recruitment and retention. Chris Mathes made several comments regarding the value of the membership and the importance of awareness to the community. Chris Cannon expressed that the Chamber website was a vital tool to the Chamber of Commerce. Several Board members discussed the website and how it is currently operating. Director English explained to the Board the difficulty that had been experienced with the current

web hosting company. The Board agreed that the website should be updated regularly and constantly maintained. English informed the Board she was looking into hiring a new company to host the site. Dr. Young suggested hiring an intern to help maintain the site.

Board discussed social media, QR codes, the Chamber newsletter format, an outreach referral program, a 'buy local' campaign and the Chamber membership packet.

Committee Reports:

Non-Profit- Dr. Royston informed the Board that sign-ups for the Angel Tree/Food Box program were complete. 865 children and 844 families signed up for assistance. Royston encouraged the Board to adopt an angel and donate to the food program.

Festival- Mathes informed the Board that Octoberfest had been a wash since its inception 3 years ago. The committee had explored options on how to make the festival profitable. English informed the Board that moving the festival to a two day event may increase revenue, but a separate committee would need to be formed to run the event.

Director's Report

English informed the Board that she had met with BCTI a computer training firm, to begin offering training classes to the membership. BCTI will be joining the Chamber. English also informed the board that a survey was conducted and 54% of those surveyed expressed they would like to receive marketing training. English plans to begin offering training classes after the first of the year.

English updated the Board on current outstanding membership dues. 4,331.00 are currently outstanding from the July 2011 invoicing. English will continue to try and contact those and will present the Board with a list of those members in December. English informed the Board that from January 2011 to present the Chamber has seen a 37 member increase despite the drops for non-payment.

President's Remarks

Special Reports:

Carter County Mayor-no report

City of Elizabethton-no report

Tourism- Hampton reported that Tourism has entered the down season and planning for the next year will begin.

Carter County Tomorrow- Anderson reported on the Drug Coalition. They will be seeking funding and appointment of officers will take place.

Anderson updated the Board on the current sign project and riverfront development meeting.

Adjournment: 1:25 p.m.

Next meeting: Dec 15th 2011

Respectfully submitted,
Felicia English