



The mission of the Whitehall Chamber of Commerce is to bring individuals, businesses and organizations together to enrich our community.

MINUTES

BOARD MEETING

December 14, 2023 11:00 a.m.

Borden's Conference Room

The Whitehall Chamber of Commerce Board Meeting was called to order at 11:07 AM by President Liz Pullman. In attendance were: Liz Pullman (President/Ledger), Dana Brunet (VP), Sherre Mead (Treasurer/Numb3rs), Pam Polachi (Past President/WLC), Carey Burnside (Board Member/Arctic Heat), Kylie Hansen (Board Member/PTSA), Sharon Macheel (Board Member/Perfect Puppy), and Chiara Schober (Executive Director)

Current Business

a. Board of Directors

Liz

Liz presented a plan to have Board Members as Chairs to focus on one particular aspect of the Chamber as support to Chiara in her new role as Executive Director. Carey shared concerns that the Chamber still needs a President, VP, etc. Liz explained how the Board can be more focused on one aspect with some crossover with other members. There are seven positions. Dana recommended to strive for two people per position. We discussed getting a 501C3 Friends of the Chamber going in 2024. Within the week the Board will look at the positions and email Chiara bullet points with what they see each taking on in that role to present at the January meeting.

b. Executive Director

Liz

The Board offered Chiara \$25,000 for the position of Executive Director with 5 hours added for a total of 25 hours a week. Hours are flexible so Chiara will decide on core hours for the office and fill in as needed. She accepted the offer. Chiara will look deeper into Tiered Marketing and Sponsorship Opportunities for our membership.

c. 2024 Budget

Sherre

Sherre reported that the account will be cleaned up after the new year and this is still a working document. Payroll expenses have been raised to \$25,000 from \$18,000. Liz suggested making the Shop Local budget \$350.

d. Chamber Bucks

Liz

Beth Miller and Bobbi Ndumann from Rocky Mountain Bank came to the meeting to discuss the Chamber Bucks program. We need to do a better job with the marketing and how to redeem and use them. The Chamber will supply Rocky Mountain Bank with a ledger and new Chamber Bucks. Chiara will buy \$200 of Chamber Bucks to have in the office for her to sell and she will have funds to redeem Chamber Bucks as needed. Chiara will go to Rocky Mountain Bank to see what we have and what we need to print to get organized. The Executive Director, Chiara Schober, will become a signer on the Rocky Mountain Bank accounts 1. Chamber Main operating account - #80017401 2. Savings account - #7700032937 3. Chamber Bucks - #9100016634. All other signees will remain the same. (Sherre Meade, Elizabeth Pullman, & Dana Brunet)

12:10 - 12:15 Quick Break

e. 2024 Budget Continued

Sherre

Chiara would like to ask that Raven gets a sponsor to cover the cost of snacks for Benefit Bingo. It is about \$100 in snacks and we can put up the business sign. Dana suggested we stop the Community Garage Sale and Phone Books. Liz will take on the phonebook. Good Will (Push Pennies) was upped to \$500. Copier maintenance fee up to \$1500. Carey had questions about office printing and suggested getting an Ink Tank. Liz asked to table the budget and we will put out an email vote.

-Kylie made a motion that the Chamber pay Liz for the phonebook minus the printing fee and the Chamber will pay for advertising in future phonebooks. Carey seconded. Liz abstained. Motion passed.

-Liz made a motion that we are going to inform the community that the Chamber will no longer manage the Community Garage Sale and offer it to other organizations. Dana seconded. Motion passed.

-Dana made a motion to buy a new print/copy machine (Ink Tank) for the Chamber Office and discontinue the maintenance with 360 Office Solutions. Liz seconded. Motion passed. We will keep \$1,500 in the 2024 Budget for the printer and supplies.

-Liz made a motion to adopt the updated cleaner, simpler logo that Chiara created for the Chamber. Pam seconded. Motion passed.

f. Christmas Festival Recap

Dana

We ended up having an over abundance of vendors for this year's Christmas Festival. The decision was made to utilize the Legion Center for Vendors. Dana presented a list of items for the future that we looked over.

Liz made a motion to adjourn the Board Meeting at 12:55 p.m. and Seconded by Dana. Motion carried.

GENERAL MEETING

December 14, 2023 1:00 p.m.

Borden's Conference Room

The Whitehall Chamber of Commerce General Meeting was called to order at 1:03 PM by President Liz Pullman. In attendance were: Liz Pullman (President/Ledger), Pam Polachi (Past President, WLC), Carey Burnside (Board Member/Arctic Heat), Sharon Macheel (Board Member/Perfect Puppy), Chiara Schober (Executive Director), Timothy Schober (White Hat Solutions/TSS), Ellena Wagner (Garden Gifts), Laurel Ovitt (MT Artist), Taylor Stanhope (Stageline Pizza), and Michele Anderson (Boulder Chamber)

Approval of Minutes

Pam made a motion to approve the November 2023 minutes as presented. Seconded by Carey. Motion carried.

Treasurer's Report

Liz reported for Sherre that the Main account has \$71,757.73, Rodeo account is \$25,421.37, and Savings account is \$10,020.09 for a total of \$107,199.19.

Director's Report

Chiara shared that our Constant Contact email average open rate is 51%, the reported business average is 21.5%. She completed the 5 week QuickBooks online class. We had a facebook post reach 2,719 users. This was the announcement of the multiple locations and the image was created by Krisy Heppler of the Holiday Express. The second highest was the photo taken at the Community Center during Benefit Bingo on the 7th with 716 post reach. In the last 28 days our post reach is 7,208 with engagement at 3,886. Chamber page audience is 77.8% Women with the largest age group is 35-45 years old. Our top two cities are Whitehall with 514 and Butte with 236. We have over 1,614 followers on Facebook and 361 on Instagram. Chiara was nominated to be the Secretary for the Montana Association of Chamber Executives and accepted. She starts her term in January.

Guest Reports

Gold Junction Presents - Liz Pullman

GJP is going to be taking over the Star Theatre as of January 1, 2024 and will be running the theater as a non profit. We are working on purchasing the building as well. Community Theater has their production of Noodles on December 29th at 7pm and 30th at 2 & 7 pm.

Jefferson County Events - Liz for Bruce Bincouski

The next event is possibly Skijoring depending on snow.

Mural Report - Liz for John Kreis

The last mural for 2023 was installed at the K-Bar.

Western Legacy Center Report - Pam Polachi

Since the Montana Pro Rodeo backed out, at the moment, WLC has had to pivot and look for other ways to move forward. They met with Bill Pullman and his wife to consult on narrowing down the WLC focus. They are installing 4 televisions for interactive displays. WLC has applied to the FCC for a radio station and they are moving forward with a media room. Bill shared an experience with VR for a virtual tour of new locations. Cowboy Christmas Dinner and Fundraiser is Saturday, December 16th. WLC is starting to get organized for volunteer meetings.

Whitehall PTSA - Liz for Kylie Hansen

The Holiday Shop for students (K-5) to "buy" gifts for friends and family members is going fantastic. Chiara and Raven helped on Monday, Liz helped Tuesday, Liberty Place was there Wednesday and Kylie is there now. The PTSA had their Soup and Movie Night and are looking forward to their Spring Hoedown.

Current Business

Christmas Festival - Liz Pullman

We had 51 vendors and we split them up between the Legion Center and the Community Center. Whitehall Public Transportation and the Western Legacy Center set up a Holiday Express to shuttle shoppers around to the various locations. Harlow Bus showed up with their school bus decorated and did "Polar Express" with cookies and hot chocolate and gave kids rides around the block. We had over 30 decorated vehicles for the Parade of Lights the night before. The Wreath Auction was held Saturday by the Saddle Club. A discussion came up about having food vendors in the future. Laurel shared that in the past we had 10x10 vendor spots around the outside walls with 8x8 spots in the middle. Ellena asked how to get the Mini Mall on the Holiday Express as a stop. There was a long discussion about moving from Wrestling weekend and seeing if the school gym is available for a Vendor Shoppe.

Additional Business/Public Comment

-Chiara shared that Shop Local & Win in Whitehall is still going on until the 22nd. Remind your customers to bring their receipts to the chamber for their free entry for every \$25 spent in Whitehall and surrounding area businesses, plus an extra ticket if they are a Chamber Member. To date Chiara has already tracked over \$8,000.

The number one purchase is Food at Jefferson Fresh Food, second is Gas at Thriftway, and third is Family Dollar.

-Liz announced that the Chamber is going to offer the Community Garage Sale to other organizations to take over if they want as it is not really a beneficial project to our businesses.

Adjournment

Pam made a motion to adjourn the Meeting at 1:53 p.m. and Seconded by Sharon. Motion carried.

Submitted by:

Chiara Schober

Merry Christmas and Happy New Year!