



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

## MINUTES

### BOARD MEETING

August 10, 2023 12:00 p.m.  
Borden's Conference Room

The Whitehall Chamber of Commerce Board Meeting was called to order at 12:02 PM by President Liz Pullman. In attendance were: Liz Pullman (President/Ledger), Dana Burnet (VP/Peppertree), Sherre Mead (Treasurer/Numb3rs), Carey Burnside (Board Member/Arctic Heat), Kylie Hansen (Board Member/PTSA), Sharon Macheel (Board Member/Copper Mtn Perfect Puppy), and Chiara Schober (Chamber Coordinator)  
Via Phone: Pam Polachi (Past President/Western Legacy Center)

### Current Business

#### a. Treasurer's Report

**Sherre**

Sherre reported that the Main account has \$68,674.70, Rodeo account is \$25,441.37, and Savings account is \$10,018.41 for a total of \$104,139.48. The Chamber was refunded \$1,831.00 from the IRS regarding penalties paid from the 990. Sherre is billing out for Phonebook ads.

#### b. Frontier Days Recap

**Liz**

Everything went really well. We had more things going on in town for people to watch so they stayed in town. This was the best attended Frontier Days. Country Jam did not seem to affect us. We rented a large generator and it was \$700 plus gas. Food vendors said that if they are told there would be a generator made available they would be willing to pay \$24/\$50 more to help cover it. We should look into doing that every year. For next year we will not be giving out spot locations beforehand. Sandy Wells (crocheted items) black listed from vendor events. WLC wants to have food vendors and hayrides in the future. The Whitehall World Record went over really well. Thursday BBQ was great and we got to talk with more people. We received \$709 in donations.

#### c. Whitehall Mural Touch-Up

**Liz**

Liz would like to request that the Chamber reimburse The Expedition Church with visitors who touched up the "Whitehall" Mural on the side of the Star Theatre. Dana made a motion that we pay for the materials used on the "Whitehall" Mural. Kylie seconded, motion passed.

#### d. S#it Kickers & Jeans

**Liz**

We are looking at Thursday, September 21 for this event. We'd like to make it more of a Business Recognition event than a fundraiser. Liz is looking into finding some type of show/band.

#### e. Fall Festival

**Liz**

Scheduled for September 23rd. Liz brought a draft of a poster. Garden Club is hosting the Pie-by-the-Slice and Auction again and is moving into the small side of the Community Center. Kylie wants to decorate the alleyway from the Theatre to the Community Center. Committee: Sharon, Pam, Liz, and Kylie.

**f. Small Biz Sat**

**Chiara**

Chiara has included September - December calendars for everyone to get one thing per week marketing their business from now to Christmas. Get her marketing materials.

**g. Christmas Festival**

**Carey**

(put a pin in it)

**h. Executive Director**

**Liz**

Liz has been doing research on how successful Chambers run. She made a suggestion to move to an Executive Director format with our Chamber. Board Members would have more specific positions. Kylie made a motion to move towards Executive Director by January. Dana seconded, motion passed.

Dana made a motion to adjourn the Board Meeting at 1:01 p.m. and Seconded by Kylie. Motion carried.

**GENERAL MEETING**

August 10, 2023 1:00 p.m.  
Borden's Conference Room

The Whitehall Chamber of Commerce General Meeting was called to order at 1:05 PM by President Liz Pullman. In attendance were: Liz Pullman (President/Ledger), Dana Brunet (Vice President/Pepper Tree Deli), Sherre Mead (Treasurer/Numb3rs), Carey Burnside (Board Member/Arctic Heat), Kylie Hansen (Board Member/PTSA), Sharon Macheel (Board Member/Copper Mtn Perfect Puppy), Chiara Schober (Chamber Coordinator), Laura Dooley (Expedition Church), Tom Harrington (Western Legacy Center), Bruce Binkowski (Jefferson County), Taylor Stanhope (Stageline), and Timothy Schober (White Hat Solutions/TSS).

**Approval of Minutes**

Tom made a motion to approve the July 2023 minutes as presented. Seconded by Dana. Motion carried.

**Treasurer's Report**

Sherre reported for Sherre that the Main account has \$68,674.70, Rodeo account is \$25,441.37, and Savings account is \$10,018.41 for a total of \$104,139.48.

**Guest Reports**

**Extension/JLDC - Liz Pullman**

The new childcare building is supposed to be here some time in August.

**Gold Junction Presents - Liz Pullman**

GJP will start a new film series at The Star Theatre next week. These are classics that are either filmed in MT, based in MT, have actors from MT, or have a relationship to MT. Except for Doctor Sleep which we are showing on Halloween night. They are all free and accepting donations. GJP will present to GSM the project to secure the funds for a new modular stage that we can use on the Green and in the Star. We have the auditions for the next community theater show on Thursday. We have Shakespeare in the Parks on September 8th and a Free Juggling workshop.

**Whitehall PTSA - Kylie Hansen**

Our idea is that we are a Small Town but we have Big Dreams. The PTSA would like to send home a Bike helmet for every student (K-12). We want to create a Pavilion space at the school. Meetings start September 2023.

### **Jefferson County Events - Bruce Bincouski**

Frontier Days was a big success. Country Jam was huge this year. Rockin' the Rivers is this weekend. The 18th and 19th we will have Rappin' the Rivers. They expect 300 to 400 people. The end of the month is the Jefferson County Fair and Rodeo.

### **Western Legacy Center Report - Tom Harrington**

We are working on social media and Trip Advisor to get some traction from travelers. We are moving forward with ecommerce sites like Ebay, Etsy, and Amazon. There will be a Cowboy Potluck at WLC August 19th 4-6:30 pm. Free if you bring a dish to share or make a donation and eat.

## **Committee Reports**

### **Coordinator Report - Chiara Schober**

Chiara reported that we are currently at 98 Chamber Members. Our Constant Contact email average open rate is 58% while the overall average business email open rate is 21.5%. Raven 3D Printing & Design has started making little keychains for us and we are doing a Whitehall Chamber Business Scavenger Hunt through Facebook and Instagram. Let Chiara know if you would like to participate. On Facebook we have over 12,000 post reach with over 6,000 post engagements and 67 new followers. Chiara is here to help with social media and marketing. There are calendars to take with you to get started thinking about holiday marketing.

Chiara would like to attend the Fall M.A.C.E. and would like to apply for a scholarship to attend. Liz made a motion to have Chiara apply for the scholarship and attend M.A.C.E either way. Carey second and motion passed.

PayneWest the Chamber insurance company is changing their name to MarshMcLennan Agency (MMA)

### **Frontier Days - Liz Pullman**

We had more vendors than we ever had before with 70 vendors. We invested in a large, quiet generator for food vendors. We had more parade entries than we've had in the past. There was a request to move the parade tower down closer to the beginning of the parade, possibly by the TSS Building. Dana said we should ask entrants to have a banner. Chiara suggested doing Frontier Days Buttons to help us get an estimate of how many people attend over the weekend. There were more activities this year to keep people in town like the Chicken Wrangling, Whitehall World Record, and Talent Show. Timothy put together a karaoke computer to help folks with the talent show next year. He also brought a thumb drive with the low power tv video for us to share. The biggest change was doing the Free Chamber BBQ on Thursday. Split Diamond donated the meat, and Jefferson Fresh Foods donated salads.

## **Current Business**

### **Shit Kickers & Jeans - Liz Pullman**

We are scheduled in the community center on September 21st. We started calling it this instead of Black Tie, Blue Jeans was to make it more accessible - down to earth. This name isn't set in stone.

### **Fall Festival - Liz Pullman**

Fall Festival will be on Saturday, September 23rd on both sides of the community center. The Garden Club Pie Auction and by-the-slice will also be back in the community center. GJP will host groups on the Main Street Green to offer carnival games. We can move the carnival into the Star Theatre if necessary due to weather.

**Small Biz Sat - Chiara Schober**

It's time to start planning for the holidays. The Ledger has a Shop Small and Small Business Saturday sections if you want to get on that contact Liz.

**Christmas Festival - Carey Burnside**

We are looking at doing a Christmas Village in the community center. Carey has 12 different room themes to offer out to volunteer groups to decorate trees and the rooms. Committee: Carey, Dana, and Sherre.

**Additional Business/Public Comment**

- The Board voted to move our Chamber of Commerce to have an Executive Director.
- VFW/American Legion Gun Show September 15-17 in the Community Center.
- GSM has vacancies they would like to fill with locals. Check out their website for information.
- The Senior Exercise program is taking place at the Assembly of God.
- Sherre Mead is participating in a Suiside Walk in Bozeman on September 10th. Look for how to donate on Facebook and in a chamber email.

**Adjournment**

Tom made a motion to adjourn the Meeting at 1:50 p.m. and Seconded by Dana. Motion carried.

Submitted by:

Chiara Schober