

Jacksonville Chamber of Commerce & Business Association

Annual Meeting Minutes

Meeting Date: January 24, 2021

Call to order: The annual meeting of the Jacksonville Chamber of Commerce was held via Zoom on Sunday, January 24, 2021. The meeting convened at 6:30pm.

Board members in attendance: President- Robert Roos, Treasurer- Arlis Duncan, Secretary- Mike Gantenbein, Don Tollefson

Members in attendance: Dwayne - Elan, Alice & Gary Rose, Marketing Coordinator Amanda Moreira

General membership meeting

- Welcome & Introduction – Robert Roos, President
 - 2021 – 2022 Board of Directors
 - President - Robert Roos (Magnolia Inn)
 - Vice President - Jerry Hayes (Bella Union Restaurant)
 - Treasurer - Arlis Duncan (Duncan Cottage)
 - Secretary - Mike Gantenbein (Britt Music & Arts Festival)
 - Lorraine Akin (Jacksonville Company)
 - Cindy Hickey (Blue Door Garden Store)
 - Erik Johnson (Country House Inns)
 - Patti Keck (Farmhouse Treasures)
 - Luis Rodriguez (Las Palmas Restaurant)
 - Don Tollefson (Jacksonville Realty)
 - Board of Directors Changes
 - Sandi Whittle and Bobby Abernathy have resigned from the Board
 - New VP- Jerry Hayes nominated and approved by board, New Secretary- TBD
 - Don Tollefson stepped down as Secretary, Mike G. from Britt has taken the role
- Financials – Arlis Duncan
 - Overview
 - Grants
 - Marketing & Advertising, Payroll
 - Victorian Christmas donations
 - Robert Roos - Haunted Trolley a big hole missing this year, hoping to have it back in 2021
- Marketing – Amanda Moreira
 - 2020 Events
 - February - Chinese New Year celebration

- March - Patrick's Day Celebrate the Shamrock
 - November – Fall In Love With Jacksonville
 - December – Victorian Christmas
 - Tree Lighting Streamed on Facebook & Instagram – 11,000 viewers during & after event
 - Figured out safe way to host Father Christmas
- Canceled events
 - Trolley, Art Walks, Haunted Trolley, Halloween Promenade
- COVID-19
 - New section on Website – Service Hours & Updates
 - Social media posts, etc.
 - TV Interviews
 - “Thank You for Supporting Jacksonville” campaigns (social media, street banner)
- 2020 Marketing & Advertising
 - New professional Promotional Video for Jacksonville
 - Social Media
 - Marketing & Advertising
 - Visitor Information Center
 - Robert Roos – shout out to Jacksonville Review – free full-page ads over the summer
- Member information
 - Business Directory - send updates to Amanda Moreira
 - Membership info: Website Directory
 - Renewal – Spring 2021
 - Board meetings
 - First Thursday of each month @ 8:30 AM
 - Everyone invited to attend Board meeting – virtual for now, Britt Performance Garden during warmer months
- Q & A period – Dwayne, Arlis, Robert, discussions of Britt season, Haunted Trolley & Christmas Parade
- Meeting close – Robert Roos