

## Jacksonville Chamber of Commerce & Business Association

### Board Meeting Minutes

Meeting Date: May 6, 2021

**Call to order:** A board meeting of the Jacksonville Chamber of Commerce was held at Britt Pavilion on Thursday, May 6, 2021. The meeting convened at 8:39am.

**Board members in attendance:** President- Robert Roos, Vice President- Jerry Hayes, Treasurer- Arlis Duncan, Patti Keck, Lorraine Akin

Marketing Coordinator- Amanda Moreira

**Approval of Minutes From Prior Board Meeting:** The minutes of the Board Meeting held on April 1, 2021 were approved and posted to the Jacksonville Chamber of Commerce website.

### **Meeting Discussion:**

#### **Old Business**

- Trolley update
- VIC Employee raises
  - Staff evaluations and reviews in April. Approved pay increase is effective May 2021.
- Shamrock recap
  - Event well attended
  - Retailers and restaurants received increased foot traffic and pleased with event outcome
- Marketing meeting report

#### **New Business**

- Christmas parade update (Sat, Dec 4, 2021)
  - Have several performers confirmed for event
  - Committee members selected (Jerry, Robert, Luis, Anne, Sandi) and will be meeting regularly
  - Jerry scheduled to turn in event packet in the next few weeks
- VIC re-opening
  - VIC officially re-opened lobby on May 7<sup>th</sup>.
  - New hours Fri-Sun 10am-3pm
- Staff reviews
  - VIC staff members completed a self-evaluation and met with their manager for annual review in April

- Chamber vaccine endorsement
  - Discussion on whether the Chamber should endorse vaccinations. Split vote on approval. Motion to not promote at this time.
- Tourism Video campaign
  - Tourism Video launched on National Tourism Day (May 7<sup>th</sup>)
- Lodging campaign
  - Proceed lodging campaign to be funded by approved marketing grant.
  - Includes \$100 gift certificate for visitors who book a minimum 2-night stay at participating chamber lodging partners. (budget \$5,000)
  - Scheduled to begin June 2021
- Art Walk
  - Meet with local business owners and discuss event timeline

**Next Meeting:**

- Board Meeting: June 3, 2021 @ 8:30am- Britt Pavilion