

**Jacksonville Chamber of Commerce & Business Association**  
**Thursday, December 7, 2023**  
**Board Meeting Agenda**

Present: Jerry Hayes, Todd Clark, Don Tollfson, Julie Baker, Sarah Woodbury, Patti Keck, Lorraine Akin, Brian Dunn, Arlis Duncan, Paul Faubion, Belita Palu-ay, Abby McKee, Meghann Walk, Eileen Bobek

The meeting was called to order at 8:30am.

**Open Forum- Chamber Members**

- Lorraine raised the issue of lack of police presence at night.

**Current Business**

Victorian Christmas Debrief

- Tree Lighting (Don) - all went well, a post-mortem meeting is pending. Discussion ensued regarding the music that was played over the speakers.
  - Action item: ADA access needs to be clearer for people who were coming in to town.
- Parade (Jerry) - given the cold, rainy weather the parade went very well. Crowd was probably about half of what was anticipated. A post-mortem meeting will take place after January 1. Moving forward, streets need to close earlier. Presentation of colors and National Anthem was a timing miss.
- Remaining Activities (Brian)
  - Father Christmas – extend one more weekend past Dec 17?
  - Trolley Lights Tours (**almost sold out**) – Dec 7<sup>th</sup> through Dec 21<sup>st</sup>
  - Narrated Historical Trolley Tours (**new**) – Dec 2<sup>nd</sup> through Dec 30<sup>th</sup>

Ongoing Marketing & Advertising Efforts

- Marketing and graphic design has been taken over by Saber Maple at Maple Creative Studio. She's driving and submitting ads.
- New Merchant Map is in progress.

Community Outreach

- WED Meeting last night had a great turnout. Belita suggested that some of the conversational issues brought to the board might be moved to the WED meetings.
- The idea was raised to move the open forum for chamber members

Trolley Update

- Trolley Coordinator (Brian)

**New Business**

New Mission Statement (Abby)

- Current draft is "*Cultivating modern business in a Historic Landmark town.*" The five pillars of the town are History, Music & Arts, Wine & Food, Boutique retail and lodging, Outdoor recreation

Roles & Responsibilities for Future Marketing Director (Brian) - discussion regarding whether this is 1 or 2 positions. Brian and Jerry will present some financial projections for how we might pay for the positions.

Meeting adjourned at 9:51am.