

**Jacksonville Chamber of Commerce & Business Association**  
**Thursday, January 4, 2024**  
**Board Meeting Agenda**

**Present:** Jerry Hayes, Arliss Duncan, James Soule, Don Tollefson, Paul Faubion, Mary Kell, Meghan Walk, Belita Paluay, Brian Dunn, Eileen Bobek, Sarah Woodbury

**Open Forum- Chamber Members Current Business**

**Victorian Christmas Debrief**

- Brian shared that the trolley broke down at some point and was repaired at the last minute by NAME. The chamber will thank that company with some downtown gift cards.
- Jerry raised the issue of complaints about downtown music. The music costs \$600 for Bella each year, and Jerry would like the Chamber to decide whether we'd like to continue having that music next year.
- Discussion ensued regarding the garland, which turned brown a fair bit earlier than planned. Garland costs around \$3,000 annually, and the Chamber will explore the idea of using artificial greenery moving forward.

**New Mission Statement Work**

- The board continued to discuss the mission statement. Abby will send out the notes from our last three meetings, and the board will finalize this in February.

**Future Marketing Director & VIC**

- General Manager Duties - Brian shared the past job descriptions. A long discussion ensued regarding the current workload and the potential for growth within the jobs. Belita and Abby will work with Julie Baker to outline the job descriptions for a General or Operations Manager, the Assistant Manager/Visitor's Information Coordinator, and a Marketing agency. They will also consider the need for someone to manage the trolley.
- Need for permanent facility for the trolley. As of this fall, we will no longer have access to free storage for the Wine Trolley. The City is also happy to donate the green trolley to the Chamber. Thus a facility would need to house two trolleys, and ideally would include a storage area. After discussion, it was decided that Brian will ask NAME to continue storing the trolley on his property. Once the new Operations/General Manager is on board, they can decide how to proceed with writing grants and securing permanent storage space for one or both trolleys.

**New Business**

- Finance Report: Jerry shared the FY23 finances. The FY ended with a surplus of \$50,056.24.
- SOCCA/Lunar New Year Event (Abby)
- Police Protection Update (Lorraine)