

Jacksonville Chamber of Commerce & Business Association
Thursday, April 4, 2024
Board Meeting Minutes

Board Members Present: Don Tollefson, Arliss Duncan, Jerry Hayes, Meghann Walk, Amy Kranenburg, Brian Dunn, James Soule, Bobby Stricker
Staff: Belita Palu-ay, Julie Baker
Guests: Eileen Bobeck

Current Business

Board Members Discussion

The board voted to add Bobby Stricker and Amy Kranenburg as Board Members. (Moved: Arliss, Seconded: Meghan. Passed unanimously.)

Financial Update

The board voted to approve a fiscal year to a year-end date of April 30. (Moved: Arliss, Seconded: Meghan. Passed unanimously.)

Jerry presented the profit and loss statement for the current year, with updates pending TLT reimbursements.

Jerry then presented the FY25 budget draft, discussing details of various line items. Abby requested that “miscellaneous expenses” be renamed “operating expenses.” James inquired about changes in the membership dues rate, and creating space for an additional donation write-in. Per the bylaws, the budget needs to be passed by the board by the second month of the new fiscal year. The board opened the floor for discussion, and the budget will be brought back to the board for a vote in May, pending fine-tuning and revisions.

Executive Director’s Report

Belita shared that the TLT grants were unanimously approved. She shared that City Council has requested more transparent and accountable grant reporting, including volunteer hours. The board has been advised to keep track of their own volunteer hours.

Last night, WED had its first guest speaker, Sean Irvine from Independence. Belita also shared that Via Magazine (AAA magazine) will be featuring Britt in the May/June issue, and the chamber has purchased ad space in that issue. Ad purchases moving forward are very targeted to maximize our dollars.

Events

Parade of Inns, May 19: 6 inns are confirmed to participate. Belita has requested specific marketing materials and finalizing the plans. Advertising is out for that, and has been created by Maple Creative. Bobby asked for information if sharing on social media would be helpful. Ideas and discussion ensued regarding health and wellness retreats alongside lodging packages, and other ways that lodging can work with other elements of Jacksonville life.

Annual Dinner: Parkhurst is prepared to host the dinner. Discussion ensued regarding the ticket price, with several board members feeling strongly that the existing \$50 ticket price is the ceiling

for members to attend. Capacity will likely be 50-70 people. The event will occur on a Thursday, and Belita will work with Parkhurst to determine the date.

Wine Trolley

Work is underway to get the website up and running in time for ticket to go on sale April 15. Two new wineries have joined the trolley route, for a total of 11 participating wineries and tasting rooms. The trolley will run for 6 months. Ticket prices remain unchanged from last year, \$27 for a daily pass (inclusive of fees). James inquired about lodging businesses being able to sell packages. Detailed discussion ensued regarding various trolley options.

VIC Open House

Julie shared that the VIC will host an open house on April 21, 11am-3pm. There will be a prize gift basket, and Julie asked if perhaps retailers would be willing to donate something for the basket.

There being no further business, the meeting was adjourned at 9:45.