

Greater Mt. Airy Chamber of Commerce General Meeting

Wednesday, April 13, 2022 - started at 5:33pm

AGENDA: Welcome Comments / Guests

Attendees: Ray Miller, Linda Koons, Sudha Kaistha, Cathy Frattali, Wayne Evans, Jessica Montz, Cathy Strong, Kim Thompson

Meeting Conducted by Ray

Treasurer's Report - accepted

Committee Reports

Finance – South Carroll HS Athletic Boosters - \$100 donation request approved. Approved \$200 request to help sponsor Four County Lions Club Carnival.

Advertising – Follow up - Dave's intern coming in to meet with Alex during spring break.

- Jim's Lion's Club has a good new person handling info on media organizations, so Jim will contact him to try and get info shared for the chamber. Still waiting on info.
- Sudha would like to know if we would like to put an ad in her Four County magazine. Approved \$77 business card-sized ad for the next edition – 20% off for Chamber.
- Alex & Chris are the People in Charge of this committee. No new info this month.

Ambassadors – contacting new members. No blurbs completed yet for the website.

Government Liaison – Farmers' Market starts in June – every Wednesday. Pamela Reed going to try to attend future meetings.

Membership – plus 3, so 83 now

Directory – All in the Kiwanis' hands now. Will continue to offer members a discount for their ads.

Professional Development – on hold due to COVID. Need to contact Melissa to plan for October.

Social Committee - See dates below for the business card exchanges. Still looking for a couple sponsors. Wayne spoke to Cathy at the Historical Society – tentative for Oct. Biz Card Exchange.

- Cost is about \$250. Chiropractic First – May, June - Sudha & Alex, July – Alexandra Banderas, August – open, Sept. – BNI, Oct. Historical Society?, Nov. – Membership Drive, Dec – Town Hall & EDC. Oct. still no decision yet from the Historical Society.
- Follow up - Discussed the idea of doing a morning coffee event to get a different crowd of members. Nothing added to this idea yet.
- Spoke about Cars & Coffee being in its 4th year on the 2nd and 4th Sundays,
- Jessica Montz wants to help with this group.

Scholarship Committee – No contact with Jim. Number of applications? 6 \$6,500 a year.

- Jim is participating and looking for additional members to judge the applications – Cathy Strong & Jessica Montz are both interested in helping.
- Discussed putting access to the application on the Chamber Facebook page next year.
- Need a new person in charge to revamp criteria and get scholarship info out to the schools. Cathy Strong & Jessica Montz are both interested in helping with this, too. Denny, too.

Soiree – on hold. Get a committee to do a soiree or fundraiser. Cathy F., Cathy S., Linda, Ellie, Nicole, & Angela at Laurienzo's (need to ask her if she is interested).

Website – No info.

Old/New Business

- Please make sure all committees are meeting as small groups.
- Follow up - Does the chamber have a trifold brochure to put in what they are doing? Used to have one. If we make a new one, needs to be generic ones with no officer names.
 - David & Alex brought up what are the benefits of joining the chamber. They need to be listed in the brochure and specific to motivate people/companies to join.
 - Needs to be more than "Oh, please come to the business card exchanges.
 - Idea - Advertise this as a way to be a part of the community; not a member just to pay to join
 - Please make sure all members are getting the e-mails about the meetings. Several did not get notice for this meeting
- Please make sure all committees are meeting as small groups.
- Paying for membership – need to revisit how people pay for dues. Cash? Credit? Not discussed fully yet.
 - Linda has a call to Chrissy. Changed process at Merchant Services. Scanning iPad for compliance. The service allows you to invite people.
- Job Fair / Business Expo follow up – Ray is working on this with MAMSA & EDC to sponsor this as partners with us in July or Aug.
- Bus Service in Mount Airy Follow up discussion (Wayne) –
 - MAMSA has arranged for a bus service from June to September to bring seniors to the Farmers Market.
 - MAMSA has had the parking lot repaved and striped to help protect the seniors and the general public.

Upcoming Events

- Next business card exchange – Trembling Giant April 21st.
- General membership – May 11th.

Adjourned 6:30pm.