

Elizabeth Chamber of Commerce Meeting Minutes
March 28, 2019

The meeting was called to order by President, Merri Sevey, at 6:00 p.m.

The attendees were: Merri Sevey, Shellie Callan, Judy Meyerhofer, Peggy Francomb, Joe Ambrosia, Kristen Patterson, Lisa Walters, Kathy Wand, Kate Brondyke, Lara Walters, Jeff Beals and Pastor Mike Nesbit.

The Secretary's report had 1 name change. The minutes were then approved by Judy, seconded by Lisa. Motion carried.

The Treasurer's report stated there is \$7,245.49 in the account, approved by Peg, seconded by Judy. Motion carried

A Presentation of Blabvertising Workshop was given by Kate Brondyke. Kate said it was very upbeat. Discussions included attitude, don't be afraid to try things even if you fail, with your advertising and marketing. Be cautious of not "over-loading" your marketing. Advertising is what you say, marketing is what the audience is saying. Email does work. Create relationships with your customers/clients by making connections. Make message simple, eye-catching, be mindful of language. 7-minute scramble means little blurbs about why someone should invest in you/your business, then follow up with an email. "Different is better than better." Stay in contact, social media. Try to have your clients "introduce" you to others, versus "referring" you to others.

Committees need to be changed up, please consider signing up to help on a committee. Volunteers are needed.

Ups & Downs Event needs homemade cookies. If you would like to make some, please contact Carota Connor at 815-776-9329. They may be dropped off at Common Centers, in Elizabeth, on Friday May 2nd.

Spring Fling will be June 1. There will be a petting zoo, garage sales, bounce houses, WCCI broadcasting, activities at the Apple River Fort from 10:00 a.m. – 3:00 p.m., and the Fireman annual hog roast/dance, etc. Please tell Lisa Walters if you are having a garage sale so she can add you to the list.

July 1st the Golden Knights will be parachuting on the ball field in Elizabeth. There will be food vendors, starting at 4:00 p.m. Ten Gallon Hat will be playing, and there will be bounce houses. Mike Dittmar will be asking the Village to allow fireworks that evening as well. This event is free, so plan on attending.

Adopt-A-Pot is going back to the original status of having the businesses take care of watering their own pot. The cost is \$40.00 to sponsor a pot. The planting of the pots will be May 4th, starting at 10:00 a.m. Volunteers are needed to help with the planting. Please fill out a form by April 17th if you would like to sponsor a pot.

Mother's Day Event was not discussed at this time.

Business Education & Advocacy- The Chamber sponsored a table at the NW IL Economic Development Annual Meeting.

GGMI will have their 1st meeting with the county board tomorrow to speak about contracts.

Visitors Guide is almost ready for print. It was discussed and decided to "not" feature a business this year, but to feature the events of both Hanover and Elizabeth.

Shop Local Campaign helps promote our town businesses. Contact Merri to advertise your business.

New Members, those who haven't paid annual membership dues yet, please do so promptly.

2018 Sales Tax was our best year. 2018 broke the previous record of 2017.

Eco-Devo/Fair Board stated no new updates for the community building. For the fair, they feel that rotating back and forth of the truck pull with the tractor pull was successful and will be doing that again this year. The fair will also have Bingo again, as well as the BBQ cook-off.

Village Retreat is next Saturday and will focus on strategic planning. Anyone is welcome to attend.

OPEN FORUM

There was a small discussion of the matter of parking in town. This is still an issue. The thought was that maybe there needs to be more signage around town.

Pastor Mike Nesbit asked some questions on the "Sound the Alarm" event. Pastor said that it wasn't working when he tried to go online to sign up. Please see Lisa Walters if you would like to volunteer to help.

The Chamber Board presented Merri with a gift certificate to Simply Be Massage & Wellness as a thank you for all the work she puts into as President of the Chamber. It is greatly appreciated by all of us.

Lara Walters made a motion to adjourn, Joe seconded. The meeting was adjourned at 6:48 p.m.

The next Chamber meeting will be April 25th, at 6:00 p.m.