President - Cheryl Rife thethreeeelizabeths@gmail.com
Vice-President - Merri Sevey msevey@jocarroll.com
Secretary - Missy Roe mroe@jocarroll.com
Treasurer - Lisa Walters jlwaltersinc09@gmail.com
Public Relations - Melody Landwer jdc.construction3@gmail.com
Advisor - Lara Walters - threesisterssweetshoppe@gmail.com
Advisor - Brian Staron - brian.staron@gmail.com

Our Mission
To promote, support, and guide businesses and organizations in the Elizabeth area to foster community growth.
Our Vision:
To provide leadership for businesses and organizations in building relationships to create a vibrant and prosperous community.

Elizabeth Area Chamber of Commerce Meeting
Thursday, October 3 @ 6:00pm Elizabeth Business Hub
MEETING MINUTES

Call to Order- Cheryl
Time: 6:02 pm **Attendees:** Sign In Sheet.
Attending: Cheryl Rife, Lara Walters, Merri Sevey, Melody Landwer, Jody Landwer, Jodi Korte, Tammy Trebian, Jeff Beals, Katie Beals, Anna Pintozzi, Brad Albrecht, Jessica Engle

Secretary Report & Minutes - Cheryl
Motion Made: Merri Seconded By: Lara Vote- Passed

Treasurer's Report – Cheryl $11,639.12
Motion Made: Lara Seconded By: Jessica Vote- Passed

Membership

Welcome Neil Lisk/Elite Plumbing, Ty Harmston Country Insurance

- Sales Tax — Cheryl
  - No update
- Apple River Fort Visitor Data — Cheryl
  - No update
- Visitor Guide & Website Update — Cheryl
  - Lara, Melody & Cheryl working on membership list. 1/2 done!
- Energize Elizabeth Chamber Bucks — Cheryl
  - Last 12 mo = $3105.00—56 gifts
- Queen of Hearts Update — Merri
  - **Discussion at end of the agenda
- Daily Drawing Update — Cheryl
  - Concluded, Thanks to Shelly for administering. Total received = $715

Tourism/Marketing

- Galena Country Tourism — Galena Country/Tim Rynott
  - Purple Park Update—Awaiting Terry's review.

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Events 2024

- Spring Fling & Ride the Ups & Downs—Sat. May 4. — Jessica/Ashley
- Freedom Fest—Mon. July 1 — Merri/Melody
- Elizabeth Community Fair—Fri. July 19 - Sun. July 21 — Joe
  - Bingo — Missy
- Elizabeth Community Parade—Sat. July 20 — Jason
- Harvest Fest—Sat. Aug. 17 — Cheryl/Karen/Erin/Katie
- Scarecrow Festival & River Ridge Craft Fair—Sat. Oct 12 - Sun. Oct 13 — Jessica
  - PTO on track for successful event!
- Christmas in the Village—Fri. Dec 6 - Sat. Dec. 7 — Jodi/Jeff/Katie/Kelsea/Lara
  - Committee meeting to be set. Working on scheduling Trolley.

Village of Elizabeth

- Village Of Elizabeth — Jason Thomasson/Village Rep.
  - Main Street Project Update — No Update
- Elizabeth Business Hub — Brian Engle
  - No Update

Open Forum

- Business Anniversaries?
- Special Events?
- Opportunities/Collaborations?
- Other?

**Discussion of Current State of Queen of Hearts. SWOT analysis with all members contributing

Strengths:	Record Keeping, spreadsheet, names of those drawn so far
	Paula—process established for deposits, cashier checks ready in case of winner
	Conducted on Main Street
	Chamber Mission Supported
Weaknesses:	# on tickets not utilized
	one location for ticket sales
	# of volunteers needed to sell tickets
	parking
	time to sell tickets limited
Opportunities:	plan different color tickets
	advertising/signage of $$ pot
	change location for drawing

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Opportunities cont.
confusion by pubic as to what is happening
confirm rules in places with gambling machines
potential signage in Elizabeth Garage window
Vary times for ticket sales
more chamber members sell tickets

Threats: Cheat with tickets
volunteers to vary times (public won't know)
market saturation—lots if Queen of Hearts drawings in the area!

NEXT STEPS:
Locations: Expand Ticket Sales
Who: Requesting Businesses—given tickets, # recorded
Where: Retail—'brick & mortar' business
Process: Establish consistent process—#of tickets, rules, cash management, clear locked box, # to avoid for drawing, bank deposits

Executive Session—immediately following the Regular Business Meeting if needed

Adjournment Time: 7:26
Motion Made: Anna Seconded By: Jodi Vote- Passed

Next Meeting: November 21, 2024 Location TBD. (December is a "no meeting" month)