

**Southern Boone Chamber of Commerce
Business Meeting Minutes
October 21, 2010**

The Southern Boone Chamber of Commerce monthly meeting was called to order by Missy Bonderer, President 8:00 a.m. on Thursday, October 21, 2010 at the BCNB Community Room.

Attendance: 17 members were in attendance, (including some new faces!) Missy Bonderer presiding. Missy asked that we go around the room, introduce ourselves, our business or organization, and the one thing we would like to accomplish most in 2011.

The minutes of the previous quarterly breakfast meeting 9/16/2010 and the previous board meeting 10/14/10 were distributed in written form. Missy asked for the sake of time that we skip the parliamentary procedure and after everyone reviewed these to send an email to news@southernboonechamber.com with any corrections or additions.

Old Business was discussed:

Missy mentioned that the committee formed to work on the banners plans to meet soon and report back.

The strategic planning that was started at the quarterly breakfast was to be discussed later in the meeting with Charlotte Miller leading a discussion and exercise.

Missy explained that there were 4 committees being formed: Budget/Finance, Program, Ambassador/Membership, and Economic Development (Making Ashland a destination). Missy requested for the people in the room to email news@southernboonechamber.com with a committee they would like to participate on. Martha Johnson was nominated and accepted a chair position on the Ambassador/Membership committee. Jody Frank agreed to help her.

New Business was discussed:

The Home Based Business Expo was moved to Dec. 5th, 2010. An insert in the Boone County Journal went out in Wednesday's paper and a mistake was made in that the location was not mentioned. The expo will be held at the Optimist building. The back of the flier had a chamber membership form, which is the ticket to having a booth at the expo. The price of entry is a chamber membership (\$50), we hope to build some active members and help support their businesses.

A very talented committee will be planning the holiday/awards banquet. This year it will be held in January. Date, Time, Location is TBA.

Charlotte Miller then provided the group with handouts outlining the results of the strategic planning session at the quarterly breakfast. It contained a list of the strengths and challenges that the group came up with as well as with the one word descriptions of the Vision of Southern Boone Chamber of Commerce. Charlotte emphasized the importance of the vision and will work on narrowing it down to a smaller amount of manageable ideas. Charlotte and Kim then lead a group exercise, having each group choose the top 12 ideas that they thought should be in the vision. After each group chose their top 12 and we recorded to see the overlap we then narrowed it to 3. Charlotte will take them and get them into a workable vision statement.

This lead to Kim Ponder's brainstorming session on programs. It too was a fun exercise where we individually came up with ideas for programming topics. Each person was to come up with an idea for starting with the letters P-R-O-G-R-A-M. Kim took everyone's ideas and will hopefully be able to use them when planning some good programs that will encourage participation.

Missy handed out information announcing the Southern Boone School District's honor; attaining the Distinction in Performance Award from the State of Missouri for the 10th year in a row. Charlotte is verifying but we are possibly the only school district in Missouri that has earned this consecutively this many years.

Martha Johnson announced a press release coming soon. Dr. Bud Murphy was recognized as physician of the year out of all the local area and St. Louis a huge honor.

Bridget Canaday presented a 30 second commercial about the high school football team's upcoming games and the fact that they are in the Playoffs and could be District champs for the first time in the history of the team. Kim also explained the "red out" and "black out" concepts for the next two games and invited everyone to come out and support the team. The support leads to a discussion about local businesses to decorate their storefronts in support of this accomplishment and show Eagle Pride. The Duane Shumate, Booster Club, plans to research local vendors for Eagle Flags that local businesses could buy. It was mentioned that Barrett Glascock agreed the flag poles that are used for the Boy Scout's flag subscription program can be used for us to display Eagle flags. Missy said she would follow up with an email about Spirit Wear, etc soon.

The meeting was adjourned at 9:13 am.