

# Board of Directors

## Minutes

Thursday, February 25<sup>th</sup>, 2010  
3:00 pm

### Call to Order

Mike McInally

Mike McInally called meeting to order at 3:04pm  
Directors in Attendance: See attached  
Staff in attendance: Mysty Rusk, Erin Wiedeman

### Action Items from Last meeting

Andrew Perry

Action	Responsible	Deadline
Nominating Committee –	A. Perry	3-15-2010
Spring Retreat Date –	M. McInally	05-27-2010
Send possible new start-up companies to J. Sechrest for 2010 Willamette Angel Conference –	Board of Directors	Open
Chamber Parking Lot – Update on cost of parking lot curb and striping project and send contributions toward project to Bob Grant –	B. Grant BOD	

### BOD Nominating Committee:

BOD

Discussion regarding all applications being presented to BOD for review, prior to nominating committee reviewing.

#### Nominating Committee –

Outcome: Invited 6 individuals (including Andre & Mike from BOD) representing specific areas. Received one application for the BOD (M. Corwin). Also spoke w/Steve Jaspersen (CEO Good Sam) re: being on the BOD. Lou Bouter (Core Communications) is also interested in BOD. Deadline is March 15, 2010. Nominating committee will review representation after all applications are received.

#### Spring Retreat Date –

Outcome: Date listed on calendar, May 27, 2010. Morning retreat (8am-12pm)

#### Send possible new start-up companies to J. Sechrest for 2010 Willamette Angel Conference –

Ongoing

#### Chamber Parking Lot – Update on cost of parking lot curb and striping project and send contributions toward project to Bob Grant –

Outcome: Mysty to follow up with Bob. Bob to send invoices to appropriate parties contributing.

# Board of Directors

## Minutes

Thursday, February 25<sup>th</sup>, 2010  
3:00 pm

### Strategic Planning

Mysty Rusk

#### Tiered Membership:

\*MSC Group met in February, very well attended meeting. Good number of new ideas. M. Corwin to pull group together and review tiered structure specifically.

#### Outcomes:

\*Have parties that attended meeting contact members that have switched to tiered structure for feedback.

\*Reviewed data profile of membership to general business community of Benton County.

\*Reviewed Membership Satisfaction Survey, M. Rusk drafted (waiting for final Christi Lynch's final analysis)

\*Reviewed new services; Health Insurance (through Sam Health), basic plan etc..

\*Reviewed CBCC membership card, for membership specials and in addition, member gift cards

### Membership Services

Mike Corwin (absent)

No specific report given. Progress and tasks of MSC Group covered above

### Economic Development

Mysty Rusk

\*Monthly review for January included in BOD packet.

\*Note: On back, results of fundraising effort. Continue to work with M. Rusk & staff for fundraising for ED.

\*March 10<sup>th</sup>, 7pm budget commission meeting w/City Council (Downtown Fire Station)

\*Need to get representation to as many people as possible to show up for meeting. Show support & (if possible testify) for ED measures.

\*City is looking at 10-11million in structural deficits in next FY

\*Requested 3 things at last Budget Commission Meeting –

\*Balance expenses w/actual revenues

\*Fund project mgr position for reallocation of resources within community development

\*Consider extra funding for ED program, \$50k to seed the micro-enterprise revolving loan fund.

\*Blue Ribbon Panel made a presentation to City Council to have them work on coded changes to support in-fill as opposed to code right now (wording in current discourages in-fill), and had positive response from City Council.

\*Erik Anderson was down on Feb 16<sup>th</sup>, met with mayors in the valley. Spoke regarding electrical & regional economic development commission.

### Government Affairs

Bond Starker

\*Trend-Watcher's Health Care luncheon – good feedback and information provided by Dr. Jeannene Smith.

\*9<sup>th</sup> St Improvement Plan – presented to Planning Commission, recommending approval to City Council.

\*Interest in forming sub-committees under GAC, looking for parties to make up Health Care Sub-Committee, Biz development Sub-Committee & Education Sub-Committee for more thorough review to report to GAC monthly.

\*Local Elected Official candidate discussion regarding what position the committee will take. IE: Recruiting candidates, publically endorsing candidates, looking for direction from BOD.

\*Discussion regarding endorsing, providing information, identify candidates that are beneficial to business locally. Possibility not to endorse, but provide assistance and funding etc. for candidates we Chamber feels are in the best interest of businesses. Provide resources to positive candidates.

\*Historically, PAC prior to merger. Support issues, not candidates. (Have to do what's best for candidate, and CBCC is not always a good endorsement.)

\*M. Rusk trying to get people to run for council

\*Developed a field guide. Includes "how to's", resources, job responsibilities, campaign info, \$ required, tips, sign requirements & vendors for signs, etc.. Field guide includes insight and information from last few years of persons that ran for council. (Provided J. Manning w/field guide)

\*CBCC GAC will hold forum and will provide information on candidates to membership and on web site

# Board of Directors

## Minutes

Thursday, February 25<sup>th</sup>, 2010  
3:00 pm

### Marketing

Curtis Wright (absent)

M. Rusk reported on Marketing

\*Marketing Committee created an ad (buy local campaign developed by committee)

\*Started video taping WIB program

\*Video taped Trend-Watchers luncheon (to post on web site)

\*509J's pub access channel will run videos for CBCC

\*Rcvd 1 proposal back for new member directory. M. Corwin & C. Wright currently reviewing

### Finance

Ron Stevens

\*Profit for month of January, due to Celebrate Corvallis held in January

\*Performing at approximately \$6,700 under budget

\*Loss likely for month of February

\*Finance committee will be meeting regarding cash flow lowering to review

### Prosperity That Fits Committee

Pat Lampton (absent)

No Report given

### Consent Agenda

Mike McNally

Minutes → Lyle Hutchens – Motion, Matt Andresen - Second

Finance Report → Lyle Hutchens – Motion, Matt Andresen - Second

Membership Report → Lyle Hutchens – Motion, Matt Andresen - Second

### Other Business

M. Rusk

\*Eugene Airport asked for CBCC's support w/Grant. Must show a certain amount of community match. Want to show monies invested as a commitment invested toward the grant. Executive Committee suggested researching what other Chambers are doing, and research further.

\*M. Rusk suggesting for Eugene Airport to continue membership, regardless of CBCC's decision to support Grant.

\*Classify investment and count it toward Grant requirements.

\*Historically Eug Airport has purchased the back cover of the directory (Chamber received 15% of cost) \$4500.

### President's Report

Mysty Rusk

Provided Master Plan(s) to BOD for review during meeting. President's report attached.

\*See report attached

\*Chamber 101 re-vamp

\*P&P review & re-write

\*Improve working relationship w/LEO & City Staff

\*Distribute ED report to stakeholders

\*Invited key stakeholders to ED review (March 9<sup>th</sup> @ 9am @ CBCC)

\*Working on Council Agenda for regular reports to full council

\*Identifying candidates for 2011 local election. Cross referenced voter registration w/CBCC membership information (CONFIDENTIAL). Not looking to recruit for Ward 1 & Ward 9.

**ACTION:** If BOD knows of someone, refer their names to M. Rusk. Seriously looking for candidates to fill the following wards: David Hamby, Jeanne Raymond, Richard Hervey, Mike Beilstein.

\*Discussion about candidate list.

**ACTION:** BOD review list. If directors are interested in speaking with someone on the list, or know if someone would/would not be interested in running contact M. Rusk

### \*Improving Communications w/stakeholders

ED Report

Meeting

Changed Communiqué – "Corvallis Connection"

-Discussion regarding County Commissioner and City Councilor's lack of attendance. (Jay Dixon had

# Board of Directors

## Minutes

Thursday, February 25<sup>th</sup>, 2010  
3:00 pm

meeting at same time, chose other meeting.)

**ACTION:** L. Hutchens to follow up with Hal regarding attendance at CBCC BOD mtgs.

HWY 34 corridor discussion. Business Oregon withdrew support.

\*Fiscal Management:

\*AR at 14%, goal was under 20%

\*Next goal is to meet or exceed net income by end of fiscal year

\*This month is significantly more on track with budget this month vs last month (due to Cel Corv and ED monies collected)

\*Fundraiser planned to take place this FY to assist with budget. M. Rusk gave overview of event. Four course meal, paired with wines from local wineries, art auction etc. (Documents from Newberg event provided to BOD for review during meeting.) Norm Galvin agreed to take on winery and pairing (chefs) side, and M. Rusk to work with artists. Required revenue is \$8k. Possible to put golf tournament back in place. Possible hold both. Entertaining layoffs, and other cuts to balance budget for this FY. Discussion regarding multiple wine events in Corvallis (competing), DCA.

\*BOD discussed possible brew event, so it doesn't compete directly with other wine events held locally.

\*ACTION: BOD to follow up w/M. Rusk regarding local artists, sponsors. BOD assistance w/putting event together and getting artists and sponsors involved.

\*ACTION: M. McNally to call Charlie Tomlinson about cultural program/administration regarding getting involved.

\*ACTION: M. Rusk - Contact Jan Roberts Dominguez

\*Discussion regarding not holding the Fundraiser this FY, and holding Golf Tournament in its place. Begin planning soon for Wine Fundraiser to hold next FY.

### Executive Session

Mike McNally

No executive session held

### Action Items for Next Meeting

Action	Responsible	Deadline
L. Hutchens to follow up with Hal regarding attendance at CBCC BOD mtgs.	L. Hutchens	03/25/10
BOD review list of candidates. If directors are interested in speaking with someone on the list, or know if someone would/would not be interested in running contact M. Rusk	BOD	Ongoing
If BOD knows of potential candidates, refer their names to M. Rusk. Seriously looking for candidates to fill the following wards: David Hamby, Jeanne Raymond, Richard Hervey, Mike Beilstein.	BOD	Ongoing

### Adjourn

Mike McNally

Mike McNally adjourned the meeting at 5:02 pm.

# Board of Directors Minutes

Thursday, February 25<sup>th</sup>, 2010  
3:00 pm

Board of Directors Attendance

Last Updated: 02/25/10

Last Name	First Name	Business	Title:	SPC's / Assignments	Term Ends June of:	J	A	S	O	D	J	F	M	A	M	J
Perry	Andrew	Corvallis Clinic	Chair	SPC, EVP	1st, 2011	X	X	X	A		X	A				
Gazeley	David	Citizens Bank	Immediate Past Chair		1st, 2011	X	X	X	X		X	X				
Stevens	Ron	Samaritan Health Services	Treasurer/Secretary	SPC, Finance (Chair)	2nd, 2011	X	A	X	X		A	X				
Baird	Bob	Book Bin	Director	ED	1st, 2009	A	A	A	X		X	A				
Cleland	Katherine	Cleland Marketing	Director	ED	2nd, 2011	X	A	X	X		X	X				
Andresen	Matt	Independent	Director	ED, Marketing	1st, 2011	X	A	X	X		X	A				
Crowe	Chuck	ATCO America	Director	ED	2nd, 2011	X	X	X	X		X	X				
Grant	Bob	Bob Grant Construction	Director	GAC	1st, 2011	X	X	X	X		X	X				
Johnston	Doris	Pacific Power	Director	GAC	2nd 2010	A	X	A	X		X	X				
Davidson	Cloud	Cloud9 / Downward Dog	Director	GAC	1st, 2011	X	X	X	A		A	A				
Lampton	Pat	Inkwell Home Store	Director	GAC, PTF	1st, 2011	X	X	X	A		X	A				
Fowler	Nick	Perpetua Power Source	Director	ED	1 <sup>st</sup> , 2011	A	A	A	X		X	A				
Shonnard	Chris	Shonnard's Nursery	Director	Marketing, MSC	1st, 2010	X	X	X	A		X	A				
Starker	Bond	Starker Forests. Inc.	GAC Chair	GAC	1st, 2009	X	X	X	X		X	X				
Hughes	Jamie	Anderson Group	Director	Finance	1st, 2011	X	X	X	X		X	X				
Hutchens	Lyle	Devco Engineering	ED Chair	ED (Chair)	1st, 2011	X	X	X	A		X	X				
Klemm	Robin	Oregon State University	Director	Marketing	1st, 2011	X	A	A	A		A	X				
Kuhlman	Jim	State Farm Insurance	Director	MSC	1st, 2011	X	X	X	A		X	X				
McInally	Mike	Corvallis Gazette Times	Director	Marketing, Fin.	1st, 2011	X	X	X	X		X	X				
Brauner	Hal	Corvallis City Council	Liaison			A	A	X	X		A	A				
Dixon	Jay	County Representative	Liaison			A	A	A	A		A	A				
Curtis	Wright	Curtis Wright Consulting	Marketing Chair	SPC, Marketing		A	A	A	A		A	A				
Nordyke	Chris	State Farm Insurance	MSC Chair	SPC, MSC		A	X	X	X		A	A				