

Board of Directors

Minutes

Thursday, January 28th, 2010
3:00 pm

Call to Order

Andrew Perry

Andrew Perry called the meeting to order at 3:03 pm.
Directors in Attendance: See attached
Staff in attendance: Mysty Rusk, Erin Wiedeman

Action Items from Last meeting

Andrew Perry

Action	Responsible	Deadline
Board of Directors Outreach Calls	BOD	10/22/09
Schedule upcoming ED Coffee	M. Rusk	
Review Marketing Plan (Submit feedback to Aaron Edwards)	BOD	11/06/09
Renew Line of Credit	M. Rusk	12/05/09
Review Financial Review	BOD	11/26/09
Send possible new start-up companies to J. Sechrest for 2010 Willamette Angel Conference	Board of Directors	Ongoing
Chamber Parking Lot – Update on cost of parking lot curb and striping project and send contributions toward project to Bob Grant	B. Grant BOD	

Strategic Planning

Mysty Rusk

Tiered Structure – MSC, Mike Corwin is new chair. One mtg occurred. MSC mtg will take place tomorrow – tiered membership will be discussed tomorrow.

Membership Services

Chris Nordyke

Received back substantial response on membership survey sent out.
25% response rate
Covered in Presidents report

Economic Development

Mysty Rusk

ED Committee met this month. Focus is on. Improve communications between CBCC & OSU Re: transitioning technology out of OSU to local start-ups. Different visions for CBCC & OSU. OSU has a new director @ tech transfer @ OSU. J. Sechrest is communicating with Larry to improve communications.

Food Biz Bootcamp is full.

Bob Warren attended last ED meeting. Help w/local start-up companies. Response from Bob – State has no money to assist.

Government Affairs

Bond Starker

Measure 66 & 67 – done.
Van Buren St Bridge Project review.
9th St Transportation plan mtg will take place Wednesday, feb 17th. Final draft will be presented and public input session.

Board of Directors

Minutes

Thursday, January 28th, 2010
3:00 pm

Marketing

Mysty Rusk

Marketing committee met this week. Ran a FaceBook campaign & Google campaign in December called "Home for the Holidays", with 30,000 impressions (when an ad shows to somebody) on this page.

Buy local campaign will be next. TV, Radio, FB etc... "Look for the blue sign"

Added "comments" section to web site

New calendar items feed to twitter

Created RSS feed for CBCC calendar

Will be covered in "other business"

Finance

Ron Stevens

Three months financials included in packet today due to BOD meeting schedule over previous months.

A/R cleaned up

Income for Celebrate Corvallis will be reflected in January

Sponsorship/Attendee income revenue down

ED fundraising money letters didn't go out during the anticipated month due to scheduling

Anticipate delta to decrease by the end of January

A/R Delta – will be able to provide more accurate reports, as EcTown is working on patch for erroneous reporting

Prosperity That Fits Committee

Mysty Rusk

The committee is overcoming recent obstacles

Not enough funds.

Working on improving web site

Committee met Monday, re-visited the 7 basic strategies they had previously identified:

New PTF newsletter was sent out for the first time this morning.

Will not be looking at:

Biz recruitment specialist

Urban Renewal District

Strategies visited and reinforced ongoing focus:

Consolidation of ED organizations (Possible change to Collaboration of ED Organizations)

Emerging Technology Forum

Angel Conference & Innovators Network

Business Incubation, 3.1 COMPLETED, moving onto 3.2

Sustainable Industry Cluster

Blue Ribbon Panel

Need more people on the committee, please recommend candidates for committee if you know of any

Consent Agenda

Dave Gazeley

Minutes → Bob Grant – Motion, Pat Lampton - Second

Finance Report → Bob Grant – Motion, Pat Lampton - Second

Membership Report → Bob Grant – Motion, Pat Lampton - Second

Other Business

Dave Gazeley

GAC Application for Approval –

Recommended Action: Approve GAC Application of Sandy Torgrimson-Fox

Board of Directors

Minutes

Thursday, January 28th, 2010
3:00 pm

Application distributed electronically. Motion for approval: Motion → Doris Johnston, Bond Starker – Second (Katherine Cleland abstained)

The Marketing Committee has completed the Marketing Plan (attached). The Executive Committee has reviewed and recommends the Board of Directors approve.

Recommended Action: Approve Chamber Coalition Marketing Plan and direct staff to execute with the assistance of the Marketing Committee.

Motion for approval: Motion → Katherine Cleland, Second → Lyle Hutchins

President's Report

Mysty Rusk

Action Plan (attached)

President's Report

Board volunteers needed for the following task forces. Each task force will meet for a short duration to

Celebrate Corvallis Awards Committee	Document Review Action Item 6.1.1	Chamber Fundraiser – Wine & Arts Dinner and Auction (May)
<ul style="list-style-type: none"> -Review mix of current awards -Consider adding new awards <ul style="list-style-type: none"> -Hometown Hero -Philanthropy -Longevity -Educator 	<ul style="list-style-type: none"> -Bylaws -Policy & Procedure Manual -BOD Job Descriptions -Member Handbook (Chamber 101) 	<ul style="list-style-type: none"> -Work with staff to execute new fundraiser for Chamber -Sponsors -Program/Schedule -Logistics -Artists, Wineries, Restaurants
<i>Doris Johnston</i>	<i>Lyle Hutchins</i>	<i>Robin Klemm</i>
<i>Katherine Cleland</i>	<i>Matt Andresen</i>	<i>Chris Shonnard</i>
<i>Bob Grant</i>	<i>[Your Name Here]</i>	<i>Jim Kuhlman</i>

Executive Session

Dave Gazeley

Economic Development Report Data

Changes to document to be made, and re-presented in February to the board.

Action Items for Next Meeting

Action	Responsible	Deadline
Board of Directors Outreach Calls	BOD	10/22/09
Schedule upcoming ED Coffee	M. Rusk	
Review Marketing Plan (Submit feedback to Aaron Edwards)	BOD	11/06/09
Renew Line of Credit		12/05/09
Review Financial Review	BOD	11/26/09
Send possible new start-up companies to J. Sechrest for 2010 Willamette Angel Conference	Board of Directors	Ongoing

Adjourn

Dave Gazeley

Andrew Perry adjourned the meeting at 4:50 pm.

Board of Directors Minutes

Thursday, January 28th, 2010
3:00 pm

Board of Directors Attendance

Last Updated: 10/23/09

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