



## Board Retreat Agenda

***"Dedicated to Leading Economic Growth with a Balanced Voice between Local Businesses, Residents and Tourism that Creates Opportunities for our Community."***

### **"2021: Setting a Clear Vision for the Chamber"**

- 8:00am** Welcome & Breakfast - President Brian Faro
- Introduction of all Board Members  
Izzo discussed having a board retreat in November. The board agreed.
  - Pictures and Breakfast (New Board Members Only)  
Enjoy Breakfast while we take a headshot pictures for the new board members.
  - Overview of 2020 - Events, Activities and Initiatives
  - Outlook for 2021 - Events, Activities and Initiatives
  - Purpose of today
    - i) Approve 2021 Budget
    - ii) Enhance Chamber Structure
    - iii) Have an open dialog about the direction of the chamber
- 8:30am** Leadership Englewood Presentation
- 8:45am** Abbreviated Board Meeting
- a.) Approval of January Minutes – Brian Faro
    - Motion by Varner, 2<sup>nd</sup> by Porter
  - b.) Presidents Report – Brian Faro
    - AV System was put on the back burner last year. The money is still set aside. Now is the time to move forward. We need to get three quotes.
  - c.) Financial Report – Mark Knauf
    - PPP is in a separate account and is 100% forgivable
    - No interest being charged
  - d.) Leadership – Kristina Watts & Kathleen Callahan
    - There has been a lot of challenges.
    - Locations closed or not allowing outside guest.
    - The school system used to donate a bus and a driver once a month for the program. Due to a shortage of workers, the school system cannot accommodate our group this year.

Leadership currently spend approximately \$1,000 to rent a bus each month. They have been getting sponsors so far to cover the cost, however, that is less money for sponsorships that could be used in other areas. The Boys & Girls can provide a bus but only until 2:00pm. The YMCA has a bus, however, they will not let us use it.

Include Community Services in Non-profit day.

- Motion: Approve taste event and Clear Sky Academy carnival move forward and present budget at next meeting. Motion by Halstead, 2<sup>nd</sup> by Knauf

e.) Executive Director's Report

- 2021 P&L and Budget
- Outstanding Invoices
- Upcoming Events
- Building Maintenance

Water intrusion cause for a section of flooring replaced. I called for a quote and am still awaiting reply. It looks like the gutter by the door is malfunctioning. It may be clogged.

However, that needs to be fixed before the flood is repaired.

The carpet is also in bad shape and should be replaced.

- Chamber schedule

Kim and Debbie asked me if we have off on Presidents Day. I told them we should have off on all federal holidays and board confirmed.

**9:15am** Governance – Alfred Current

a.) Bylaws

There are things in the Bylaws that are not concurrent with our operations. We either need to change the way we operate or change our bylaws. Current invited all who would be interested to be on the Governance Committee and help rework the bylaws.

b.) Sign Policy

Board already created. Izzo will locate.

c.) Contact Forms

Contact information to make sure the ED has the best contact information

d.) Additional forms and chamber protection

There are other forms available to protect the chamber.

1.) If the board would like to continue to strengthen our governance, consider taking a look at the following forms

- Board member responsibilities
- Confidentiality agreement
- Board member agreement (clarifies what happens if you switch jobs).
- Board members commitment form (increases board involvement)

**9:45am** Committees – Kathleen Callahan

Callahan provided a list of committee for board members to choose from. More will be discussed at future meetings.

**10:15am** Executive Directors Vision & Open Discussion

There was not enough time to secure a speaker for the board retreat. We are behind schedule and have a lot to discuss.

Typically board retreats are in November so you have December to solidify anything that may have come out of the retreat and then hit the ground running in January.

**I was asked to provide my vision for the chamber.**

I thought I could do that briefly and then we can open up to discussion.

Our chamber is doing well, we are a strong chamber.

27 chambers in Florida closed their doors for good in 2020

Again, our chamber is in good shape, however, there is room for improvement. If we're not moving forward, we are moving backwards.

I am not here to change things overnight, but part of the reason I was brought onboard was to bring new ideas to the chamber.

Historically, chambers of commerce were known as the information center of the town. Over the years, chambers have been more known for our events.

Events are good and fun, however, we need to move back to what made chambers relevant.

We will continue to build on our events, however, also incorporate advocacy, businesses assistance and resources.

### **EDC:**

I have had meetings with both the Charlotte and Sarasota EDC and have created a partnership where they not only help our members, but they include our logo on their marketing materials.

EDC provides information to people interested in opening a business.

They provide free workshops and can help businesses gain access to capital.

### **Bridging the Divide**

In addition to meeting with Sarasota EDC, I also met with Sarasota County Commissioner Cutslinger. I spoke with him about supporting the Sarasota side of Englewood. He is new to the commission and is from Englewood and a business owner. Having a representative from Englewood on the commission is a step in the right direction. We will continue to work together moving forward.

### **Tourism**

I also participated in the Charlotte County Visitor Bureau Planning session and really got an understanding of how we want tourism to look in our area. We like tourist, our businesses would not be here without them, however, we also want to protect what makes Englewood unique and why we all live here.

### **Member Advocacy**

This is just an example.

Mark contacted me about extending the tax filing deadline. I contacted the US Chamber to see if there were already and a push to do so. Unfortunately, there was no effort underway to extend the deadline. So, I called our congressman, Steube. I will be meeting with him via zoom to discuss how we can help each other.

### **Member Promotion**

I met with sun newspapers and we had a great meeting discussing new ways to promote our members. We will have a follow-up meeting with their marketing department.

- Be the paper's eyes. Look out for things members are doing that would make great articles. The paper will write them for free. They are just looking for content.

- Digital Event like a Scavenger Hunt.

- Providing free ads for new members.

### **There are a lot of changes I would like to make in house to save money**

1.) Switched from Microsoft outlook to G-suite, saving \$10 a month for a better service. Cloud, chat, shared calendars, etc.

2.) We pay \$164 a month for the garbage man to empty the trash can

3.) We pay \$70 a week for someone to say they cleaned the chamber.

4.) Want to bid out printing services on Community Guide and map.

### **There should be no reason for uncollected invoices.**

1.) People must pay in full before leadership starts. Right now, there are 3 unpaid.

2.) Memberships paid in full. No payment plan - Members should pay the full amount of their membership before their membership is turned active.

**There should be no reason for an event to cost us money.**

1.) Learn N Lunches actually cost us money. We charge member \$150 to sponsor and we give \$150 to a third party to plan the event. We are charged a processing fee when we collect the \$150.

Not only are we not making money, we are losing money.

Next year, I would like to take the Learn N Lunches in house.

Same thing for Biz at noon. We charge \$15pp and give that money to the restaurant. We pay processing fee on every transaction. I wanted to give restaurants \$10 and we keep \$5 because the restaurants would still be making more than enough money. However, Brian said he wanted to give restaurants \$12 and we keep \$3. I compromised this year, but not next year. We should also be charging \$150 per event for an event sponsor (they can set up table next to registration to hand out collateral).

**Member Involvement**

Some members have said they wish there were more ways to get involved with the chamber. Aside from sitting on the board, there are no leadership roles.

Ambassador Committee

Committee v task force

Task force short period of time to finish a goal. Committee long lasting.

**Ideas**

Monthly CEO Email

New quick books

Office – Clean out closets to store the boxes in the hallway

Clean-up data base. Get technology to talk to each other. Website, chamber master, credit card processing, etc.

**10:45am**      Wrap-up

*"On December 31, 2021 ... when we look back at the things the Chamber has accomplished, it would be a great year if we:*

\_\_\_\_\_ !

*(Each Board Member fills in the blank)*