
Anthony Chamber of Commerce

Board of Directors Minutes

February 4, 2009

A regular meeting of the Anthony Chamber of Commerce was held on February 4, 2009, at Smokehouse Café & Grill. Board of Directors present was Bryant Anderson, Karen Younce, Mary Hixson, Judy Brummer, Vicky Knapic, Lori Allen, Ron Poor and Gwen Warner. Absent were J.D. Hays, and Tim Gates.

President Bryant Anderson called the meeting to order at 12:10 p.m. A motion was made by Karen Younce, seconded by Vicky Knapic to approve the January 8, 2009, minutes as printed. Motion Carried.

COMMITTEE REPORTS

- **Retail Report** – Karen Younce reported that the first retail meeting was held last month and Sherrie Eaton volunteered to be chairman (a little less than willingly). For starters the committee has tossed around the idea of having shoppers donate a percentage of their purchases to their favorite charity.
- **Sunflower Balloon Fest** – Gwen Warner reported that the first balloon fest meeting was held in January and the committee has decided since Roger Powell will be out of town on balloon fest weekend that we will not hold the air show this year. The committee is considering having the Asphalt Cowboys (Motorcycle Show) instead. Invitations have been sent out to pilots and sponsorship letters will go out later this week. The POW-MIA's have been reserved, rooms are reserved and all committees are working in their individual areas getting organized.
- **Anthony For The Arts** – Gwen reported that she had spoken to Diana Busby about the possibility of continuing building on her *Anthony For The Arts* promo that was held for the first time last year. Diana said that she would like for the board to give their permission if they would like to continue the promo and possible incorporate it in the October Fest. Approval was given.
- **Christmas Lights** – Gwen reported that she had visited with Mary Hixson, Christmas Decorations Chairman, about purchasing decorations for the lake or Memorial Park. We received a catalog from Wayne Manufacturing with discounts of 50% during February. Mary recommended that we look at getting commercial lighting inside the park at this time. The president recommended referring it to the committee to get a recommendation.

UNFINISHED BUSINESS

- **Annual Meeting Report** – Vicky Knapic reported that the Annual Meeting has gone very well. Prizes were generously donated by various businesses and were appreciated by the winners. Karen Younce stated that she had heard several comments on how good the meal was. Plaques were donated by George Van Valkenburg for outgoing as well as current board members.
- **Committee Assignments** – President Anderson presented the proposed committee appointments. Karen Younce volunteered to co-chair on the balloon fest committee. Ron Poor stated that he would visit with Farm Bureau to see how they wished to handle the

legislative affairs as to doing it on their own or together with the Chamber. Ron volunteered to chair the Membership Committee and the Legislative Committee. Bryant Anderson posed the question as to whether we are doing too many things. Bryant asked all present to consider before next meeting if we feel we are overextending our volunteers and doing too many events. Mary Hixson stated that she felt that we have three things that go on in Anthony that go really well. Those events were the Balloon Fest, 4th of July and the Horse and Dog Races.

NEW BUSINESS

- 1) **Review January Financial** – The board reviewed the January Financial.
- 2) **Setting Goals for 2009** – President Anderson asked all present if they opened up the newspaper six months from now and viewed an article about the Anthony Chamber of Commerce, what would it say. Everyone wrote in 100 words or less what they would like to be said in a press release. Some of the things included;
 - ✓ unity within the business community
 - ✓ growth – thriving retail
 - ✓ success
 - ✓ life events (creating things for others to do)
 - ✓ succession planning program
 - ✓ working together
 - ✓ new housing – new jobs – new students – new dollars
 - ✓ new businesses – new business opportunities
 - ✓ need to find what's missing in community that causes people to go to other areas
 - ✓ lets find out what we need to focus on to continue to grow and prosper

President, Bryant Anderson then discussed with the board the importance of setting our goals for this next year. Bryant asked that we pick a few things that we think we can accomplish and provide a plan that can be worked on this year as well as next year. The president's assignment for next meeting was for each board member to bring at least a goal back to the next meeting that is potentially attainable. This goal should contain items such as community growth or sustainability. This could be a one-sentence thing that we can break it down and turn it into actionable items, which we will then go do and then be able to make the goal happen.

- 3) **Chamber's 90th Anniversary** – The board decided that we should not have a celebration for the chamber's 90th anniversary.

Board of Directors Minutes
Page 3
February 4, 2009

Other Business:

Plans for ribbon cuttings at the new businesses will take place as soon as it gets a little warmer (That is if they wish to have a ribbon cutting). Those places include Horsche Trailer Sales, Hillbilly Jill's, a new dress shop, Alterations Shop and the new computer store.

Meeting adjourned at 12:59 P.M.

Minutes respectfully submitted by Gwen Warner, Executive Director.

ANNOUNCEMENTS

- ❑ Next Retail Meeting is scheduled for February 17, 2009.
- ❑ The next Chamber Meeting is February 18, 2009 at Smokehouse Café & Supper Club