

Johnson City Chamber of Commerce BOD Meeting Minutes

Date: July 25, 2023

Start Time: 5:37 pm

Meeting held at Visitors Center.

Directors Present: Nancy Woodward, Darrin Cheraso, Aaron Humphrey, Rayette Bible, Jeanne Parker, Bart Burkhard, Miguel Lecuona, John Cedillo (on phone), Frances Ann Giron (staff)

Aaron Humphrey called the meeting to order at 5:37 pm. Roll was called.

Minutes

Minutes from the Board meeting on June 21, 2023 were reviewed. Jeanne Parker suggested changing the August mixer description from Deep Roots to Titan Milling. Jeanne Parker moved to approve the minutes with that change, Darrin Cheraso seconded, and all voted in favor.

Treasurer's Report

Approved financials: Our new bookkeeper is on board and has brought all our financials up to date. Jeanne Parker presented financials for May and June and discussion ensued. Darrin Cheraso moved to approve the financials for May and June, Miguel Lecuona seconded the motion, and all approved.

990 Tax Filings: We have learned that our 2021 990 was filed by paper and not electronically, as required by the IRS. The IRS has notified us that we owe a fine of \$4000 for improper filing. Our CPA, Jim Fowler is planning to create a response letter to the IRS asking for concessions on the fine.

Visitor Center Rent: In response to our inquiry, the National Parks have determined that we owe rent of \$800 for our use of the Withers Building since resuming occupancy after the renovations. We plan to pay \$1300 to cover our rent through the end of 2023. The rent became in arrears because they have not been billing us. Jeanne Parker moved to pay \$1300 in rent for the Visitors Center, Bart Burkhard seconded the motion, and all approved.

2024 HOT Funds Request – July 18 Meeting: The Chamber proposed a Visitors Center budget at same level next year as this year. Aaron Humphrey and Darrin Cheraso will meet with Mayor Stephanie Fisher to discuss.

New Bank Account: Jeanne Parker suggest we open a new bank account just for the Visitors Center receipts and disbursements. Beautification funds (from Savor) are currently in a separate account. Jeanne Parker proposes we close the beautification funds account and move it to operations. Bart Burkhard moved that we (1) close the beatification account and transfer its funds to our operating account and (2) open a new account specifically for the use of HOT funds. Darrin Cheraso seconded and all voted in favor.

Membership/Visitors Center Report

The number of international visitors at the Visitors Center is down this year over last. Board discussion reflected the same trend in some local businesses as well. Board members suggest

the cost of trips to the Texas Hill Country are rising as a result of restaurant prices, minimum night stays, gas prices, and general inflation.

Committee Reports

Lights Spectacular/Market Days:

Bart Burkhard reports that they are happy with their vendor count. He expects the number of participating vendors should approach the level of Market Days formerly held in the city park by September. Market Days has purchased a single spider box to test and is happy with the product. They would like to spend \$2000 total to buy 2 boxes and cables. Bart Burkhard moved the Board approve \$2000 in expenditures for Market Days electrical support equipment, Jeanne Parker seconded the motion and all approved. The committee is still searching for someone they can hire to put up and take down signs which takes about 6 hours for each market.

Bylaws Committee:

The updated Bylaws approved by the Board have been sent out to the Chamber membership. The membership has 30 days to review the Bylaws and submit comments. After that time period has elapsed and comments have been reviewed, the Board can publish the new Bylaws.

Member Relations Committee:

Easy Street Vintiques is having a ribbon cutting on Aug 11. Sara Allen has proposed Monday, August 21 for the Titan Milling ribbon cutting and mixer. She will handle invitations and the food. The Board expressed concern about a low turnout on a Monday. Jeanne Parker will follow up with Sara Allen to revisit the date.

Communications Committee:

Website: Darrin Cheraso will update the Chamber of Commerce website by August 11. He is using the Marble Falls Chamber site as a model. The goal of the website is to demonstrate the value of being a member in the Chamber of Commerce.

Newsletter: The committee is planning 2 separate newsletters. Weekly they are publishing "What's Happening in JC" targeting the general public. They also want to publish a bi-monthly Informational newsletter for chamber members only. The Communications Committee requests content ideas from Board members. They hope to publish the first edition in August.

Adjourn

Darrin Cheraso made a motion to adjourn the meeting, Nancy Woodward seconded the motion, all approved and the motion passed.

Meeting Adjourned: 6:50 pm

Meeting minutes completed by:

Nancy Woodward

Secretary