



Kasson Chamber of Commerce

March 2023 Member Meeting Minutes

Date: April 12, 2023 | **Location:** City of Kasson - Council Chambers | **Lunch** 11:30 PM | **Meeting** 12:00 PM

Board Members

Present: Tom Monson (President), Jennifer Galloway (Vice President), Matt Bradford (Treasurer), Jenny Carrier (Secretary), Stevie Ersland, Angie Bowman, Dan Ziebel, Sara Goodnow, Jared Oscarson

Absent:

Thank you Midwest Floor Solutions for sponsoring today's lunch!

1. Introductions/Minutes - 23 members present

- Tim and Tanya motion to approve
- Members approved

2. Treasurer Report

- Financial report through March
- 55 paid / 85 total
- Only one expense from the St. Paddy's Day event
- Chamber window clings here today, pick up from Matt

3. Speaker: City of Kasson

- Ian Albers - Community Development Assistant (eda@cityofkasson.com) 507-634-6328
- Rethos Report Recommendations:
 - Support entrepreneurship and rehab efforts
 - Survey Results - more gathering spaces downtown
- Opportunities
 - Parking Study
 - Community Calendar
- Full copies available from Ian if interested
- EDA Programs →
https://www.cityofkasson.com/departments/economic_development_authority/index.php
 - Revolving Loan Fund (RLF) - "gap financing" tool
 - Tax Abatement / Tax Increment Financing (TIF) - large projects
 - Construction Mitigation Loan Program - assist business affected by road construction projects
 - Business Facade Improvement Program (BFIP) - exterior work

Rethos Report & EDA Programs

4. President Report

- After Hours – Please join us on April 27 at Penalty Box Hockey in the Mini Mall for an After Hours and a chance to win \$500!
- Banner design specs are being finalized. Click [HERE](#) to review the options! (approximately \$100-\$200 per banner)



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- At the meeting the members decided they liked the “We are Ready for You” pool banner and the blue festival dates banners were their top two.
- Congratulations to everyone that helped make our St. Paddy’s Day event a success this year! Attendance surpassed expectations with estimates of approximately 500 total people attending.
- Shop Local Friday – we now have Passports and stamps. Today is the rollout! Participation is free, but requires signing up. Let us know if you want to be a part of the Shop Local Passport program! The updated signage for our boxes is here. Please come grab one if you are participating.
- If you have ideas or suggestions for 2023 goals, events or priorities – let me know!

5. Member Drive (follow up to goal of hitting 100 members & increased social media followers)

- Does membership want the chamber to have a membership drive?
 - Membership Drive Concept
 - Goals: 1) increase membership and active engagement with chamber social media; 2) incentivize joining to new businesses while being fair to current members.
 - Create a Member Drive to take place for 2 months (I.e. May to June), during which startup businesses (in operation for 2 years or less without a controlling affiliation by a corporate enterprise, I.e. a franchise) will be eligible to receive one-time their first year of chamber membership at the non-profit price level of \$50.00. The incentive pricing will cease to apply after June 30 and would not apply if the prospect does not meet the eligibility conditions.

Other ideas -

- Some kind of token gift for current members that make successful referrals.
- Token gift to businesses joining during the drive that do not get incentive pricing.
- Don’t give incentive pricing, but offer something different during the member drive (chamber bucks, gift card to a chamber member business, etc.)
- Require pick up or collection of member drive benefit at an in-person event (regular meeting or Business After Hours)
- Take out ad space in DCI and feature businesses joining during the drive.

6. Shop Local Passports – rollout

- If you did not make the meeting you can stop in and pick up your kit at Midwest Flooring. It’s free to sign up!

7. Welcome Bags – Stuff after May 10 meeting

- Drop off promotional materials at City Hall

8. City Update

- 57 roundabout at 16th street - an April 24th start date
- Coincide with mainstreet project
- Safe Routes to School projects by the school almost done
- Water tower almost complete and then painting begins
- Bid opening for the Fire Hall project



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9. School Update

- Ariana Wright - new superintendent for Lake City Schools
- In the process of hiring a new ES principal
- Rita Buehler blood drive - May 17th
- Run walk stroll early childhood fundraiser - April 29th
- Spring Play "Brothers Grim" April 27, 28, 29
- Teacher appreciation week - May 8-12
- Baseball fundraiser - Waffle Breakfast this Saturday

10. Other Announcements

- Post-Prom – Marlo Bungum
- May 6th, 2023 Prom, Grandmarch at the school, dinner and dance at summerbee,
- Post prom 2023 → option for kids to utilize afterwards and continue the celebration in a safe and fun environment.
 - Chip Shots in Rochester
 - Check out the promotional video [HERE](#)
- Pedestrian and Bike Safety Concerns
 - Bike Rodeo coming up in Jun 21, 2023
 - Tim will make sure some safety tips are posted on social media from the city

11. Adjournment

- a. Next Member Meeting - May 10th, 2023 (City Council Chambers)

Mission: To promote, strengthen, and support the Kasson business community.