



Kasson Chamber of Commerce

March 2023 Member Meeting Minutes

Date: May 10, 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, Dan Ziebel, Sara Goodnow, Jared Oscarson

Absent: Angie Bowman

Thank you KMTelecom for sponsoring today's lunch!

1. Introductions

- 26 members present

2. Minutes

- Approved by members

3. Treasurer Report - approved by members

- Matt - short report
- 59 paid memberships year to date
- \$500 to CE for easter egg hunt
- \$50 chamber after hours drawing

4. Speaker: Michele McCaughtry

- Kasson Public Library - <https://www.kasson.lib.mn.us/>
 - Search ebooks and audiobooks online (Search the Library Catalog)
 - Local requests
 - Search MNLINK to try to find something the KPL doesn't have or submit a request to search the US or Nationally
- 16,839 - service pop
- 4,303 patron count
- 21,000 visits last year
- 58,991 - Circulation count
- 1,017 - Summer Reading Program (intergenerational)
- 312 reading logs turned in
- Monday June 5th for summer program info pick up
- 125th anniversary of KPL next spring - looking for volunteers to help
- Hoping to expand outdoor program space around the library
- Volunteers - programs, shelving, front door, etc.
 - If you are interested contact Michele - kassonlibrary@selco.info / (507) 634-7615

5. President Report

- Welcome new members!
- Kasson Chamber of Commerce President's Report – May 2023



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- After Hours – Thanks to Jared Oscarson and The Penalty Box for hosting the last Business After Hours, and congratulations to McKern Financial for winning the After Hours drawing! The pot has been reset to \$50.
- Cityscape images are being collected for use on the Main Street banners. If you are interested in submitting, images should be emailed to tomonson@gmail.com and must be only local cityscape photos (no people), vertically oriented, high resolution – 300 DPI, 12MB or greater, and preferably as RAW photos though JPEG is also acceptable.
- I also drafted the following lists for New Member Benefit Action Items and a Guide to Hosting
- After Hours:
- New Member Benefit Action Items:
 - Post Chamber Facebook highlight of new member
 - Welcome by name at next regular meeting
 - Provide member window cling
 - Add to chamber website
 - Email new member with basic information
 - Meeting time & place
 - Dates and info for the 4 big events
 - How to sign up for Shop Local Passport, hosting after hours, lunch sponsorship, meeting presenter
- Hosting After Hours Guide:
 - Email a board member to sign up (make sure it's forwarded to Jen and Angie)
 - Chamber will make a calendar event and invite members
 - Decide time, place, and date
 - Typically Thursdays from 5:30-7:30 pm
 - Can be at place of business or another accessible location (i.e. neighboring park shelter)
 - Food & Drink
 - Plan for roughly 40 attendees
 - Consider co-hosting with another member if budget is a concern (tip: co-hosting with a restaurant or food provider can sometimes be a natural fit)
 - Make sure someone is there to host on behalf of your business
 - Have fun with it! Make the event your own style.
 - If you have ideas or suggestions for 2023 goals, events or priorities – let me know!

6. Around & About – Friday, June 9th

- See attachment - [📄 Around & About event info](#)
- If you would like to do an activity, please communicate with Matt or Tom to make sure you are added to the poster.
- Lots of activities are already set!

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

- Follow up to discussion – suggestions were shared by members at the meeting
 - Suggestion to simplify to \$100 (\$35 off)



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- Goals
 - Increase membership and active engagement with chamber social media
 - incentivize joining to new businesses while being fair to current members
- JUNE 9 - AUGUST 9
 - New businesses under 2 years old joining the Kasson Chamber for the first time can pay the nonprofit price of \$50. Payment and application must be received during this date range.
 - Anyone can sign up at a Chamber After Hours or Chamber meeting for the discounted price of \$100, so long as both application and payment are received at that event.
 - Provide payment and application to a Kasson Chamber board member.

8. Shop Local Passports – rollout

- Program Guidelines attached - [Chamber SLP program guidelines](#)

9. City Update

- Hwy 57 is well underway and on schedule ready by the end of July
- Aquatic center opening by memorial day
- Water tower functional by end of June / old one will then be demolished
- New Apartments opening June 1st for first tenants
- Park Surveys - Ian is trying to put together info for our park board

10. School Update

- Teacher Appreciation Week this week!
- School of excellence assembly - Thursday at 1:30PM (Senator Nelson will be down for the event)
- Rita Buehler Memorial Blood Drive - May 17th
- Baccalaureate May 21st at South Zumbro Church
- Graduation - June 2nd at 7pm

11. Other Announcements

- Welcome Bags – Stuff after May 10 meeting
- June 22nd next after hours Kasson American Legion and Tammy's Place co-hosting
- Petals to Pedals - New business Ribbon Cutting noon on Friday 5/12
- Festival in the Park Bingo Chamber Fundraiser
 - Friday night 6-8 and Saturday 1-4
 - Looking for volunteers, contact Dan

12. Adjournment

- Next Member Meeting - June 14th, 2023 (City Council Chambers)

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