

**The Fauquier Chamber of Commerce
Board of Directors Meeting
Wednesday, April 19, 2023 – 8:30AM
Path Resource Center – Warrenton, VA**

Directors Present: Angela Thomas, Ray Knott, Lorna Magill (joined via Zoom), Dawn Arruda, Amelia Stansell, Priscilla Hottle, Caitlin Adkins, Benjamin Musser, Michelle Coe (joined via Zoom), Sarah Yakel, Carmen Rivera

NOTE: *Zoom was not working correctly and did not record the meeting.*

Board Members Absent: Ray Knott (excused), Rebecca Segal

Staff Present: Alec Burnett, Connie Corwin (minutes)

Ex Officio Members Present: Doug Parsons

Meeting called to order by Dawn Arruda, Vice Chair of the Board of Directors @ 8:30AM

Motion entered by Carmen Rivera to accept agenda and previous meeting minutes; seconded by Amelia Stansell, but noted that March meeting minutes need to be updated with correct spelling of Erin's Elderberries, LLC. The change to the March 15th meeting is complete. Motion was carried unanimously.

Financial Update – Sarah Yakel

- AR continues to be a challenge
- Marsha Stumpo is relocating to FL and Finance Committee does not expect issues with this change

Committee Reports/Updates:

Economic Development/Legislative Affairs – Lorna Magill

- 2 events planned; Districting and Economic Development.
- Should look at newspaper advertising to get more information to the public.
- There will be an opportunity to educate voters (Civics Education).

Member Engagement – Carmen Rivera

- 2 new members added to Engagement team and agenda has been finalized for future meetings.
- Meetings will now be on the 4th Monday of each month
- Focus of team is on personal touch with new members
- On 5/2, there will be a Member Orientation meeting (detailed training) for new members
- Considering a Bronze/Silver/Gold designation for members as a retention opportunity; for example, Fauquier Health has been a member for 52 years

Council Report-outs – Amelia Stansell

- Young Professionals Council have several events planned

Events Committee Update – Ray Knott (via written report)

Valor Awards

- Planned for evening of 4/19 @ Laurel Ridge
- Carolyn Kirkland was selected as Veteran of the Year
- Will be a visual display of local Veterans, First Responders
- Expect +100 guests to attend

Annual Mtg and Gala

- Nothing new to report - Date change to 11/9 due to Culpeper Chamber of Commerce holding event on original date and need venue identified

Ex Officio Update – Doug Parsons

- Protect Fauquier; data centers remain a hot topic; developers and citizen groups are meeting
 - o Electric lines are a big concern
- Work is progressing on business contacts
- Working on frozen storage space in Vint Hill (20-30 acre facility) that can possibly serve agri-business members
- SCIP space project has another company looking at the proposed property
- Suggest involving Donna Comer in any education seminar

Executive Update – Alec Burnett

- 12 new members with an annual value of \$2,850 were presented
- Motion to approve entered by Sarah Yakel and seconded by Carmen Rivera
- 0 businesses were reactivated
- 1 member was deactivated
- Sitting at 416 members
- Presented quarterly breakout vs monthly
- 51% of members have Employees 1-5
- 18.3% of members are Not for Profit
- Moving forward with Digital Directory; Barry Kenis on Town Square is contacting membership
- Connie is up-to-speed on most operational tasks
- Laura Coates is rejoining the Chamber as a contractor to execute Events
- Still working on a FT Events coordinator; posted after discussion with Finance Committee to review budget impact
- Working on Chamber website analytics; understanding and best way to utilize data for members
- Friday Leadshare; held first meeting on 4/7 with officers to ensure consistency across all 4 groups and looking at processes between groups

New Business and General Discussion

- Valor Awards had unforeseen and not budgeted cost of \$760 for the programs; motion to approve was entered by Caitlyn Adkins and seconded by Amelia Stansell. Motion carried.
- Considering plan for methodology to reduce AR; formal collection process was a concern voiced in the meeting
 - o Alternative idea discussed vs hiring someone to address AR is to assign each members with past due membership dues to the board members to make calls, get feedback, understand intentions
 - o Finance Committee will review all suggestions and discuss at their next meeting.

Roundtable

- Dawn Arruda left Remax and joined Ross Real Estate
- Priscilla Hottle 15 yr celebration was a huge success
- Caitlin Adkins, Spaces Organized & Styled will be hosting a lunch
- Young Professionals hosting a networking event
- Doug Parsons commented on great cooperation with the Town of Warrenton in new business opportunities
- Doug Parsons also mentioned that his daughter is in Krakow, Poland for the March for Life and visiting concentration camps

Meeting Adjourned

- Motion entered by Michelle Coe and seconded by Amelia Stansell

Dawn Arruda, Chair Elect of the Board of Directors

Minutes prepared by: Connie Corwin, Office Administrator for the Fauquier Chamber of Commerce and reporting to Alec Burnett