

**THE FAUQUIER CHAMBER OF COMMERCE**  
**BOARD MEETING**  
**Wednesday, March 20, 2024, 8:30 AM**  
**Location PATH Rappahannock Room and via Zoom**

**Present:** Alec Burnett, Dawn Arruda, Priscilla Hottle, Gloria Williams, Angie, Rebecca Segal, Caitlyn Adkins, Lorna Magill, Ray Knott, Benjamin Musser, Doug Parsons, Carmen Rivera and Al Penska (Zoom)

**Called to Order** at 8:30 am by Dawn Arruda, Chairman, with a quorum of the Executive Board present. Reviewed Mission and Vision of the Fauquier Chamber of Commerce. Dawn stated the WBC is a great example of the mission and Vision of the Chamber.

**Motion to accept 01/18 & 02/21 Minutes.** Ray Motioned for approval and Lorna 2<sup>nd</sup>. Motion Approved.

**Financial Report presented Rebecca Segal.**

Net Income Year to date 2023 over 2022. Up 5 ½%.  
WBC and Valor Awards Sponsorships up from 2022.  
Expenses down from 2022  
Net down to low New Memberships and low Corporate Sponsors.  
Caitlyn asked the plan since consistently down from month – to month.  
Carmen suggested Chamber Canvas Day/  
Noted Financials are recorded on the Board Page for review.

**President's Report presented by Alec Burnett.**

Reference Chamber Board Page for details.

**Membership:**

New Members KCS Heating & Air, Doc Klaus, Cassidy Law and HSM Realty. Requested to be invoiced T-Mobile of Bealeton, Cosby Insurance Griffin Ortho and Staging Matters.

Ray Knott motioned to approve New Members. Benjamin Musser 2<sup>nd</sup>. Motion Approved.

Dawn noted the Board needs to introduce themselves to these new members and ask "What we can do for them".

Membership from month over month has increased from 387 to 389 to 396 Net Increase of \$2233.

**Increase Membership Engagement Opportunities:**

Part of the 2024 FCC Strategic Planning  
Regional Entrepreneurship Initiative (REI):  
Discovery providing Info to a New business Checklist for Entrepreneurs  
Member Engagement Program  
Town Talks.

**Increase Chamber Awareness to Community**

After 5 100+ Attendees  
Dementia friendly training for Business in the Town of Warrenton  
Nest After 5 is at the PATH Foundation.

**Expanding Chamber Revenue:**

A/R Collection Process \$15170 on report now down to \$13840.

## Other Updates

Alec attending the VA Assoc of Chambers Spring Conference  
2024 Annual Chamber Survey Results included 470 responses in US and Canada.

## Committee Reports

### Finance Committee presented by Rebecca Segal

Aggressive Budget  
Outstanding A/R Alec & Laura to update  
More accountability needed.  
Noted Financials are recorded on the Board Page for review.

### EDLA Report presented by Lorna Magill.

Resources & Relationships top priority.  
Survey and Newsletter  
Recruiting New Members includes Darn Harris, Town Employee.

### Young Professionals presented by Benjamin Musser

03/28 Joint Culpeper supporting Aging Together  
04/05 Cast Iron Craft House 12-1pm  
04/25 Pints & Professional \$25/ticket 507pm Includes a guided tour & pizza.  
Working on Sponsorships \$150 each. Flyer to go out to promote annual sponsorships.

### Women's Business Council report presented by Priscilla.

WBC held its event yesterday at Stonewall CC and had a great turn out.  
Non-Members & Members were in attendance.  
Jennifer Robinson is the new Social Media Rep  
Next Event is June at Stonewall CC.

### Membership Engagement presented by Dawn.

No new updates.

### Events presented by Ray Knott.

#### Valor Awards

Catering and Sponsorships \$13k+ and Special Tribute video in production. Media Marketing is working with the Branches and the First responders.

#### Fall Festival 10/05/2024

Eventny 40+ Applications  
Need Volunteers and Sponsors.

#### Gala 11/07/2024

RFP's out to be returned by the 04/01/2024 deadline.  
Review Venues at that time.

#### Monthly Luncheons

Positive Feedback and March is sold out.

### Town Report presented by Doug Parsons.

Focus Group Meeting – Comprehensive Checklist  
Startup Page on the Town Website  
Small Business Entrepreneur focus.

New Prospect Property at Cross Creek Vint Hill

Town reached out to Ike Broadus \$70mm and average wage is \$70k but there are transportation concerns.

Marshall District 200 taps for water capped for 2 housing developments.

Ben Schumaker received approval to build.

Town working with Supervisors to get ideas for Strategic Plan

Business Retention focus

Fauquier WINE Festival at Airlie was a Showcase and not a Competition

Requested Board Members to look at the Start Up Business Page and review. Also to review steps listed.

Survey presented by Alec.

5 Top Obstacles are similar to our Chamber

Retention Rate 83.1% Year End 2022 was 89.05%

Reviewed Non-Renewal Reasons

Need Automatic credit card for renewals

No formal reinstatement process

DEI not Used regularly

Check Board for survey results.

#### **Old Business**

**Review and send in updates to EC for approval.**

#### **New Business.**

**Send in 5 Businesses to visit for Chamber Canvas Week**

#### **Roundtable Discussion**

Caitlyn mentioned WIFM

Doug impact of Wineries. Panel to Review.

Ray need volunteers and Board Representation for the Town Festival

Angie NOVEC needs invite to sponsor the Valor Awards

Lorna hosting a Financial Empowerment Summit

**Meeting Adjourned promptly at 10am.** Priscilla 1<sup>st</sup> and Gloria 2<sup>nd</sup> Motion carried to adjourn.

*\*Next Board Meeting scheduled for April 17, 2024, 8:30am, PATH Foundation.*