

**THE FAUQUIER CHAMBER OF COMMERCE**  
**BOARD MEETING**  
**Wednesday, April 17, 2024, 8:30 AM**  
**Location PATH Rappahannock Room and via Zoom**

**Present:** Alec Burnett, Dawn Arruda, Priscilla Hottle, Gloria Williams, Angie Thomas, Rebecca Segal, Caitlyn Adkins, Lorna Magill, Benjamin Musser, Al Penske, Carmen Rivera and Ray Knott (via 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.

**Motion to accept 03/20/2024 Minutes.** Priscilla Motioned for approval and Rebecca 2<sup>nd</sup>. Motion Carried.

**Financial Report presented Rebecca Segal.**

Net Income Year to date 2024 over 2023. Up 5k.

Comparison 2024 \$6500 to 2023 \$16,495 in Corporate Sponsorships. Reason for difference is a portion of the Corporate Sponsorships was moved to the Event Fund.

6 Corporate Sponsors have not renewed. Alec will be personally reaching out to these previous Sponsors and report to the Finance Committee prior to their next meeting.

Comparison of Membership is up 2024 \$4,628 to 2023 \$3,840.

Noted Financials are recorded on the Board Page for review.

**Committee Reports**

**EDLA Report presented by Lorna Magill.**

Newsletter to highlight Partnerships with Businesses.

Doug & Janelle are part of the Panel Discussions.

Coffee & Commerce is doing well.

Economic Summit in Fall and a Sub-Committee has been established.

September Business Expo 09/13/2024 to coincide with National Preparedness Month.

Newsletter to Include Job Postings from Members.

**Events presented by Ray Knott (via Zoom).**

**Valor Awards**

Extremely successful and Ray thanked Gloria Williams, Committee and Staff. Dawn also praised Gloria and her Team.

Gloria noted that Lindsey provided 60-90 minute Videos ode each Department to share and display on their webpages and social media.

Excellent Speaker.

Gloria thanked Dawn for her hands-on approach.

Feed back on the Food/Caterer has been positive.

Debrief at the next Committee Meeting.

**Fall Festival 10/05/2024**

Working with Town of Warrenton and working on various Sponsorship Plans.

## **Gala 11/07/2024**

Only RFP received is from Airlie. Considering Site accessibility and catering costs.  
Committee Members needed.

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

June Luncheon 06/18/2024 11:30am-1:30pm at Stonewall CC.

Daphne Latimer to present "the Power of You". Ray noted he has worked with Daphne regarding HR issues.

Jennifer Robinson has stepped up the WBC's Social Media presence.

Betsey Bishop has expressed interest and may be a possible addition.

### **Young Professionals presented by Benjamin Musser**

04/25/2024 Pints & Professional at Silver Branch for Beer Tasting and Rooftop Networking.

05/03/2024 First Friday at El Vaquero 12pm – 1pm.

Visting & Publicly recognizing Sponsors on Social Media as well as the YP Email Signature Template.

Current Sponsors to date are Heroic Ax, Peak Roofing, NOVEC, Vop Services.

Continuing to work on Sponsorships \$150 each. "If you can't be there, your Business will still be represented."

### **Old Business**

Dawn stated again the Board Book needs to be reviewed and approved.

Alec noted additional items need to be added.

Ray suggested the GNC to do a Final Review and present to the Board.

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

Reference Chamber Board Page for details.

### **Membership:**

New Members Jiffy Lube Live, Brookside, Carr & Hyde, Fulton Mortgage, Stonewall Memorial Gardens, Small Business Support, Northern VA Orthodontics, JE Lawrence & Co, Project Blue, Live Creatively, Guild Mortgage and All American Painting Plus. (Note Cafely Las Vegas business was denied)

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

Deactivated Member was Franny's Pharmacy.

Membership from month over month has increased from 387 to 389 to 396 to 406.

Revenue New Members \$4532 less Deactivated \$269.50 Net Increase of \$4262.50.

### **Strategic Framework to Increase Membership Engagement Opportunities:**

Town Talks and utilize "Chamber Chats"

Monday Business Brief

New Council & Committee Interest Forms

Membership Engagement Committee update -Dawn and Priscilla to reach out to Kim Jenkins and Toby Waterby to lead the Committee and to determine their availability and time commitment.

### **Increase Chamber Awareness to Community**

After 5 at the PATH had 70+ Attendees

Hope Heals, Jeri Petty Store Manager, expressed thank you to Alec for his assistance in resolving their parking issues. A wonderful testimonial and example of the Chamber's effectiveness for their members.

Alec would like to start in conjunction with Hope Heals the Clothes for Pros initiative.

#### Expanding Chamber Revenue:

##### A/R Reduction Process

Dawn noted if the Business has not paid, they will not receive any Chamber Benefits and not their New Member Packet until account is current.

#### Other Executive Updates

##### Recommended Dashboard KPI's

Rebecca noted tracking should be from the Strategic Planning. The three pieces of success are Revenue, Relationship and Resource.

After discussion narrowed to

1. Engagement – Event Attendance
2. Awareness – Social Media Platforms (Alec noted Buffer compiles data including Impressions, Reaches & Reactions)
3. Chamber Revenues – Membership, Events and Non-Dues

#### Upcoming Events

Business Networking 04/23/2024

Superior Paving Grand Opening 04/25/2024

Send Dawn Board T-Shirt sizes and 5 Businesses for Chamber Canvas Day.

#### **New Business.**

New Corporate Sponsorships vs New Partnerships tabled until next meeting.

#### **Roundtable Discussion**

Rebecca noted she has a new Marketing Director, Heidi James.

Gloria Williams stated they will be a sponsor for the Young Professionals.

#### **Meeting Adjourned promptly at 10:03am.**

*\*Next Board Meeting scheduled for May 15, 2024, 8:30am, PATH Foundation.*