

THE FAUQUIER CHAMBER OF COMMERCE
BOARD MEETING
Wednesday, June 12, 2024, 8:30 AM
Location PATH Rappahannock Room and via Zoom

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

Called to Order at 8:31 am by Dawn Arruda, Chairman, with a quorum of the Executive Board present. Reviewed Mission and Vision of the Fauquier Chamber of Commerce.

Approval of Minutes: Correction needed to May 15th Minutes to add Ray Knott in Attendance. Rebecca motioned and Caitlin 2nd for Approval.

President's Report presented by Alec Burnett.

Reference Chamber Board Page for details.

Membership:

New Members Performance by Design, Senior Helpers, Barrier Cable Systems, Mountainside Montessori, Broadview Pest Management, Michael's, Victory Hearing Care. Alec Disapproved Total Shape from last month's consideration that was tabled. \$2,304.50 New Member Value.

Discussion regarding FT to PT Employees for level of Membership. Ray & Rebecca suggested to utilize FTE (Full Time Equivalent Method). Alec suggested a tier system. Ray & Caitlin suggested for the GNC to review.

Ray Knott motioned to approve New Members. Benjamin Musser 2nd. Motion Approved. Alec presented Deactivated Members since 01/2024.

Dawn recommended a follow up plan to address Deactivated Members. Ray and Alec noted the former members will not answer.

Alec will provide Board a reason for deactivated members.

Membership Totals month over month 2024 is 364,366,373,382,388,383.

Strategic Framework to Increase Membership Engagement Opportunities:

Increase in Membership Engagement but Business Networking is low.

Chamber Awareness:

KPI social media & EBlast. By Analyzing and data mining the EBlast Monday Business Brief is outperforming Expectations & the Business Spotlights are having high engagement as well. Alec will provide more details.

Expand Chamber Revenue \$113,424.05 Based on Membership, Events, Non-Dues, Dues and Events.

Other Executive Updates:

Reviewed benefits of joining the FCC during Chamber Canvas week. Example is EBlast for the Friday Spotlight. Dawn requested to share ideas with Alec.

Caitlin noted the Board needs to attend Upcoming Events. She also asked Alec how the Board can support him, and she would like to see a new plan moving forward.

Dawn suggested an Eblast to the Board Members as soon as a new event is scheduled, and attendance is needed.

Alec requested to notify him if a Board Member signed up for an event and then cannot attend.

Priscilla noted there are too many events.

Alec and Caitlin are working with Cammie of the Open Book Store to have a Chamber Book Club.

Alec was invited to attend the Town of Warrenton Zoning and is working with Clarion Contracting as well as the Town. Important the Chamber was invited.

Upcoming Events:

June 13th After 5 Top Golf at Airlie

June 18th WBC

June 25th Business Networking

June 28th Coffee & Commerce

July 11th After 5

July 15th-19th Chamber Canvas Week

July 19th Canvas Wrap Up Gathering at the Chamber Offices 4pm

Financial Report presented Rebecca Segal.

YTD P&L Budget Analysis noted New Member Dues are up significantly and Renewals are down slightly.

Valor Awards income was better than last year and the Warrenton Festival income is up.

After 5's are doing well and close to budget.

Event income is up due to the Festival and After 5's.

Ray questioned the category "Before 9am".

Corporate Sponsorships remain way below.

Young Professionals and the Women's Business Council are doing well are the WBC needs just a few more sponsors.

Saving on wages since the Event Coordinator position is not being filled currently.

A/R is way down and congratulated Alec for his work in this area.

Finance Committee meeting is tomorrow to be held at the Fauquier Hospital Conference Room at 3pm.

Noted Financials are recorded on the Board Page for review.

Committee Reports

EDLA Report presented by Lorna Magill.

Moving forward with Panel Discussion,

August 20th at 8am and Rebecca to provide Lunch.

Events presented by Ray Knott.

Gala 11/07/2024

Toured Airlie as selected as the venue for the Gala in the Pavilion.

Fall Festival 10/05/2024

Application with the Town has been approved. They did reconfigure placement map.

80 Vendors.

Need Volunteers.

Women's Business Council report presented by Priscilla Hottle & Gloria Williams.

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

53 registered to attend for presentation by Daphne Latimer.

Young Professionals presented by Benjamin Musser

Successful 1st Friday Lunch with good attendance.

June 27th Crafted Connections.

July's 1st Friday Lunch is at the Taj Palace.

Fundraising Event Seen & Be Seen Outdoor Movie event to show the second Beetle Juice.

September 25th Normandy Winery with the Warrenton Picnic Company's popcorn station.

Strategic Planning Meeting Date

Date September 11th 8:30am – 2:30pm.

GNC Meeting would like to open the parameters for New Board Members.

Levels of Sponsorship should be decided prior to the Strategic Planning Meeting.

Dawn asked Alec to send the dates and times to everyone for the GNC Meeting

Priscilla recommended July 17th and Dawn suggested to have prior to the Canvas Week.

Possible Dates are July 1st 3pm or July 2nd 3pm.

Roundtable Discussion.

Rebecca lunch with Senator Warner.

Dawn to spend the week with her Grandson.

Lorna headed to England and follow her on social media.

Alec noted the Fauquier Times.

Meeting Adjourned at 10:00am.

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