

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

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

**Called to Order** at 8:33 am by Dawn Arruda, Chairman, with a quorum of the Executive Board present. Lorna Magill read the Mission and Vision of the Fauquier Chamber of Commerce.

**Approval of Minutes:** Approval of the Minutes. Ray Knott Motioned and Priscilla 2<sup>nd</sup> for Approval.

**Financial Report presented Ray Knott for Rebecca Segal.**

Revenue is down approximately \$4,600 through June Statements.

Year to Date Net Profit of \$5,954. On par with last year.

Membership up 16%. Expenses down 5%.

67% behind planned budget and Cash on Hand down 18%.

A/R balance is \$27,200.

Recommendations for Finance Committee to the Board is to add a line item for the Fall Festival's Police Presence. This is needed because the request to waive last year's \$4k bill was denied. Alec noted his request for waiving the cost was sent to the Town Manager and the Town's Special Event Committee.

Ray motioned to accept the additional Line Item to the Budget and Priscilla 2<sup>nd</sup>. Motioned carried.

Noted Financials are recorded on the Board Page for review.

**EDLA Report presented by Lorna Magill.**

Panel Discussion on The Value of Economic Development in the Community is on August 20<sup>th</sup> at 8am in the Sycamore Room at Fauquier Hospital.

Cost is \$25 per Attendee.

**Events presented by Ray Knott.**

**Valor Awards**

Committee has already started planning the 2025 Valor Awards and they are looking for next year's date. Recommendation to make a website linked to the Chamber's site and to be hosted by a 3<sup>rd</sup> party. This is a great way to share stories of valor and to advertise for sponsorships.

Ray Motioned and Dawn 2<sup>nd</sup>. Motioned carried.

**Fall Festival 10/05/2024**

120 Vendors to date. 80% capacity. \$21k in Receipts.

Advertising opportunities are available.

Still Need Volunteers. Only 3 Board Members have signed up.

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

Committee is finalizing the quote with Airlie.

Next Meeting is 07/30/2024. Committee would like sponsorships prior to meeting.

**Membership Luncheons** to begin again in September.

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

Revenue even with last year.

To increase revenue, the WBC Board is sending emails and letters marketing to New Chamber Members.

Next Luncheon, 09/17/2024 "The Power of Constructing Your Own Pathway" by Ashley Hudson at Stonewall Country Club.

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

Successful 1<sup>st</sup> Friday Lunch with 4 new attendees at Taj Palace.

Sage & Stone Apothecary with Food, Wine and Planters to decorate. Date TBD.

08/02/2024 1<sup>st</sup> Friday at the new Greek Restaurant next to Dunkin' Donuts.

09/25 Seen & Be Seen to be held at Normandy Winery with the Warrenton Picnic Company's sponsoring and providing a popcorn station. Movie will be "Beetle Juice 2".

## **Town of Warrenton Report by Doug Parsons.**

Excited about New Project; however, it is "Hush, Hush"?

Warren Green Building may be converted to a hotel. Possible feasibility study to take place.

New Hilton H2 Hotel in Bealeton. Town is giving incentives for both Hotel projects.

Catlett Data Center Project has been withdrawn.

Mason Enterprise Center's lease is up in 02/2025. No new updates regarding location.

County allocated \$50mm to Middle School and Sports Center Complex.

Town is pursuing a good financial rating with Standard & Poor's. Town's current rating is AAA.

Pharmaceutical Company looking at an Industrial Park but there are many obstacles from the Army Core of Engineers. Quite expensive project.

Increased activity in the Remington area for Data Centers. The Board of Supervisors are pursuing exceptions for the substations.

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

Alec noted before starting that Benjamin Musser submitted his Volunteer Application for the Fall Festival.

New Members Landscape Deck Pro, Ram Restoration, Glenview Electric LLC GFL Environmental, Etten's Eden, Birdwood Market, Savor Fare Travel, Castle Insurance Agency, Splendid Smiles.

Motion to approve by Benjamin and Lorna 2<sup>nd</sup>.

Ribbon Cutting Only for Non-Members is \$100.

Dawn requested Alec contact Board Members to attend Ribbon Cutting even if the email is sent at the last minute. Caitlin would like a note as well.

Deactivated Members were 11 for a Net Loss of \$473.

Increased Membership Engagement.

Increased Social Media Engagement.

See Board Pages.

Proposal received from Town Square Publications for the 2025 Directory.  
Ray would like a presentation from Town Square Publications on the analytics of the results from the 2024 Directory before making a decision.  
Net operating income is positive.

Alec renegotiated Comcast contract netting a savings of \$1,143.60.

Alec reports Fall Festival is now at 90% capacity.  
Marketing Video made by Alec reflecting chamber memories and the top 5 reasons for joining the Chamber was posted.  
Alec attended the Kettle Run HS active shooter event with Scott Hook, Commonwealth Attorney, and Highland School.

Professional Headshot event had 24 attendees. Sponsored by Fauquier Times and Ash Salon.

Halftime Report to go out this week.

## **New Business**

### **Strategic Planning Meeting Date**

Date September 11<sup>th</sup> 8:30am – 2:30pm.  
Possible locations are Dawn's House or Dawn's Office. Dawn volunteered to sponsor food.  
Dawn suggested all Board Members review last year's Strategic Plan.

### **Roundtable Discussion.**

Benjamin has moved to Century 21 McLean.  
Al Penska thanked Alec for his Last-Minute Ribbon Cutting at the Open Box.  
Angie is hoping for end to the Heatwave and no more outages. She noted we need more substations.  
Caitlin requested Volunteers for the Fall Festival.  
Alec emailed to Membership to update their profiles on the Chamber website.  
Doug maybe moving his office out of the basement possibly back to the Town Hall.  
Lorna completed the 118 miles on her trip.  
Dawn thanked everyone.

### **Meeting Adjourned by Dawn and Carmen 2<sup>nd</sup> before 10:00am.**

*\*Next Board Meeting scheduled for August 21<sup>st</sup>, 2024, 8:30am, PATH Foundation.*