



Anthem Area Chamber of
Commerce Board of
Directors Meeting,
Tues., Jan. 7, 2025
8:30am – Board Room

In Attendance:

Board Members: Scott Yath, Wendy Davison, Erik Verryden, John Salem, Chuck Finzer, Jennifer Merrill, Sharon Bykerk

Staff Member: Sawana Grimmatt

I. Call to Order

Called to order by President Yath at 832AM

Directors Davison, Salem, Merrill, and Bykerk were in attendance in person, Director Finzer by phone. Staff Grimmatt present.

II. Review and approval of meeting minutes – 12.10.2024

Salem moved to approve 12/10/2024 Meeting Minutes

Davison seconded

Motion passed unanimously

III. Director's Report

Staff Grimmatt reported on renewals status thus far. We have 68 Paid Invoices (\$20,253.38 collected) 135 Unpaid Invoices (\$42,984.59 outstanding). Grimmatt exported unpaid invoice report from MX and saved to Board Google Drive for all to divide and conquer. Grimmatt to convert that document into a google spreadsheet with ability to add notes so that no one is contacting the same member multiple times. Grimmatt also to send out text/email reminder on 1/15 to remaining unpaid invoices. Grimmatt reported that she is vaulting saved cards in MX on 1/7.

Grimmatt summarized 2025 Membership Survey results. Key takeaways: 90% want more in person networking opportunities/30% more access to resources and info/ 80% more comm involvement-team up with NPs and other orgs/60% more advocacy and support to members.

Grimmatt to create presentation for 1/9 morning meeting with 5 key questions we want highlighted.

Director Davison to create additional questions on individual slips based off of those 5 key questions for us to ask members for more detail at at Morning Meeting. President Yath with present survey results and ask members to provide more detailed responses at the morning meeting and place them in a comment box Staff Grimmatt will provide at the check in table.

Director Bykerk offered to speak to her husband regarding the ability to get survey monkey to provide us with the names of the individuals that completed the survey so that we can reach out to them regarding their specific responses.

Staff Grimmatt presented the .com weebly site she and her husband created for Chamber for feedback.

Grimmatt also advised that she has been unsuccessful in getting in touch with anyone at CloudFlare where our current .org is located. She recommends we move forward with the .com, redirect members via all marketing channels to the new .com, purchase our 4 .com email addresses, redirect .org emails to new .com emails, and create new G Drive based off of the .com email addresses - moving all current data to the new G Drive - .org will still be the owner/it will be SHARED with the .com. All docs moving forward to go to the .com drive. President Yath also recommended creating a pop up on the .org site that states we have moved to .com. Director Davison to confirm with Chamber Nation if that is something that we can do. Board agreed on the above tasks for Grimmatt. Grimmatt to complete before .com goes live on

2/1/2025. Board to review .com site and make any suggested changes to Grimmatt prior to 1/20/2025. Director Davison requested Staff Grimmatt Print secondary contact info as well as categories from Chamber Nation for all members prior to us dissolving Chamber Nation.

Director Davison recommended adding prices / levels to "join us" tab with benefits from home page Add category in air table that people can filter by (come up with X amount of categories that are all inclusive.

Director Davison to send Staff Grimmatt more old press releases for Press Release tab

Staff Grimmatt presented on recommendations for 2/7-2/8 Board Retreat. To save cost, Grimmatt recommended a Board Dinner 2/7/2025 locally followed by a full day working retreat at either the ACC, Erik Verrydens office, Palmcroft Church, or Caurus Academy. Staff Grimmatt to solidify itinerary, locations, and budget by 1/13/2025. Staff Grimmatt asked Board to review current proposed Board Retreat Agenda saved to G Drive as well as suggested Strategic Goals for the organization - both documents saved to G Drive prior to 1/20/2025 for Grimmatt to finalize for Board Packet for the retreat. Grimmatt also advised that Dino Cotton will be facilitating Strategic Planning/Forecasting portion of the retreat.

Staff Grimmatt reported on 2025 Morning Meeting/Business After Hours speaker and sponsor slates - currently saved as google spreadsheets in G Drive. We are in need of more Morning Meeting Speakers and Sponsors. Grimmatt to send emails to varying members whose expertise was identified as subjects our members are interested in learning more about and to ask them if they would like to sponsor a morning meeting and present on that subject. Grimmatt to also create a 1 page talking sheet to send to these members identifying the ROI out of this sponsorship.

Staff Grimmatt recommended a change in the morning meeting round robin structure - instead of traditional round robin where everyone stands in front of everyone for their 30 second commercial, have an engaging question specific to small businesses that each person has to answer and intro themselves at their individual tables. The idea is to promote more intimate conversations/relationship building as well as getting rid of the "clicky" vibe. Board agreed. President Yath will roll this out at 1/9 meeting. Director Davison asked for Staff Grimmatt to get a petty cash envelope together for 1/9 meeting for those that pay cash for breakfast.

IV. Discussion and Voting Items

Staff Grimmatt reported that she has reached out to ambassador committee to get first meeting of the year on books/elect chair(s) and set forth their tasks for the year.

President Yath stated that committee charters/chair(s), etc. will be a top discussion priority at the Board Retreat.

Director Bykerk presented on AALA. Stated that AALA has 6 potential candidates. She now has email access to AALA email. AALA Applications go live - 1/13 - application is a google form to put on the website. Application cut off date 2/14. Staff Grimmatt will add google form application to .com.

V. Review of Financials

- Rie Nakamura, Chamber Bookkeeper

President Yath and Director Davison reported that Rie has been officially hired and has purchased her own laptop. Since she is a 1099 we cannot purchase that laptop for her until such a time that she is no longer with us, we can ask her if we can purchase it and the data on it at that time. President Yath to ensure Rie has QBO and MX Access. Staff Grimmatt to ensure Rie has accountant view access at Copper State to both bank accounts.

- Review of Financials

These will be sent out later in the week. President Yath to engage Rie to complete these once she has QBO and MX access.

- 2025 Operating Budget
President Yath to create list of what financial reports he would like Rie to prepare ahead of 2/8 board retreat as well as any other membership type reports he would like staff Grimmert to create ahead of the retreat.

VI. Chamber Event Updates

- Morning Meeting: January 9, 2025, at 7:00am
- Better Vision Eyecare VIP Event: January 15, 2025, at 4:30pm

VIII. Next Board Meeting Date/Time: February 4, 2025, at 8:30am, NextGen Conference Room
Meeting Adjourned by President Yath at 951AM