



Anthem Area Chamber of  
Commerce Board of  
Directors Meeting,  
Tues., April 1, 2025  
8:30am – Board Room

**In Attendance:**

- **Board Members:** Scott Yath, Wendy Davison, Erik Verryden, John Salem, Chuck Finzer.  
Not Present - Jennfier Merrill, Sharon Bykerk

**Staff Member:** Sawana Grimmert, [Rie Nakamura](#)

**I. Call to Order**

Yath @ 832AM

**II. Review and approval of meeting minutes – 03.04.2025**

Finzer motion to approve

Verryden 2nd

Passed unanimously

Davison requested that we add meeting agendas and minutes to the weebly site - create a new tab titled "BOARD" and add to there. Davison will create a google link to every board meeting minute and agenda and send it to Sawana to add to the site as a PDF.

**III. Director's Report**

- Membership Update/Renewals
  - Paid Invoices (\$34,616.77 = 114)
  - Unpaid Invoices (\$27,410.11 = 85)

Sawana will continue to contact unpaid renewals via phone call and email to encourage payment.

Verryden requested Grimmert to vault cards that haven't been vaulted yet so that they can be auto pay next renewal.

Discussion on how we continue to create and communicate value to our membership.

Sawana to set up meeting with ambassadors

Spoke about EZ Mass SMS system - Davison to export from mailchimp what numbers are landlines for Sawana to update in EZ texting.
- AALA - Sharon
  - Sharon - updates on 2025 program - Voting Item

Bykerk absent, Sawana reported from email that Bykerk sent her that Bykerk has acquired 4 additional participants. Board will continue to evaluate if we can feasibly make this program a success for 2025 or if it needs to be adjusted and rolled out in 2026.
- Anthem Days
  - Follow up report

Sawana reported that she would like the Board and her to sit down with ACC staff to discuss our observations from a business perspective and see how we may be able to partner with them in the future for Anthem Days. Overall was a positive experience and appreciated the ACC allowing us a space at no cost.

- Magic and Moonshine
  - 34 tickets sold = 2890
  - 1 title sponsor sold = 400
  - BB cost = 1800/ CJ = 750
  - Planning meeting with Tami at BB 2pm Wednesday 4/2/2025
  - Davison requested Sawana reach out to members individually to invite them to purchase tickets.
- Daisy Mountain Veterans Parade
  - 3/24 meeting recap - chamber duties
  - 11/8
  - Acquire lead parade marshall and tasks associated with parade marshalls
  - DMFD Permit w/Jeremy
  - Create new marketing collateral - co market with DMV and other entities
  - Ridgeline / CCV Staging areas coordination
  - Float/Participant Check in
  - Pre parade volunteer meeting Friday before parade
  - Coordinate 6 announcers - get script from DMV
  - Yath recommended this be the event we engage DJ Viper (his membership trade)
  - Committee Meetings will start consistently in June via Zoom
  - Sawana put together committee - create graphic for newsletter and member breakfasts
- CPA - 2024 Taxes
  - ARP
  - Rie gathering data needed to file
  - Extension has been filed. Rie is working on gathering needed data and sending to Crystal at ARP
- Foothills Caring Corps Service Event - Wendy
  - 5/9
  - Putting together welcome packets and hydration packets for seniors
  - 3 hrs/ come as you can, do not have to commit to the whole time
  - Sawana to reach out to Randy at Sonoran Chappel for room rental 5/9 10-1
  - Hoping to do 1 service project per quarter
- Committees
  - Parade/Events Committee
  - Marketing Committee
  - Finance Committee
  - We need committee members - encouraged board members to go into membership and engage members to be part of these
  - Yath to talk about at members breakfast as well as that we have 1 ambassador seat open
- Corporate Sponsorship Packages and Strategy
  - Sawana to create pitch deck on this prior to May 6th board meeting
  - Set up dinner with potential key partners for annual title sponsorship
  - No changes to current Corporate Partner packages created

#### IV. Review of Financials

- Rie Nakamura, Chamber Bookkeeper

- Erik Verryden, Treasurer  
Verryden shared spreadsheet with paid and unpaid dues, \$28,771.04 currently in chamber checking account, \$61.36 in savings, \$3895.00 in the foundation account. This means that we have 9 months left of our current OP expenses in the bank, we need a minimum of 15 more members to renew to get through the end of 2025 with current locked in OP expenses. OP expenses are \$440.21 per month for google, dropbox, and QBO, \$3790.21 per month for payroll to Sawana and Rie.
- Review of Financials
- 2025 Operating Budget

**V. Chamber Event Updates**

- Morning Meeting: April 10, 2025, at 7:00am
- Business After Hours: April 24, 2025 at 7:00pm (iSwing)
- Ribbon Cuttings

**VIII. Next Board Meeting Date/Time: May 6, 2025, at 8:30am, NextGen Conference Room**

Recurring zoom link on the website with meeting agendas

Add executive session and public comment section to every meeting

Yath called meeting adjourned @ 951am