



Anthem Area Chamber of
Commerce Board of
Directors Meeting,
Tues., March 4, 2025
8:30am – Board Room

In Attendance:

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

Staff Member: Sawana Grimmett

I. Call to Order

Yath called to order at 8:31am

II. Review and approval of meeting minutes – 02.04.2025

1. Director's Report

M Finzer

2 Verryden

Unanimously

- Membership Update/Renewals
 - Paid Invoices (\$29,120.62 = 92)
 - Unpaid Invoices (\$35,497.35 = 106)
Sawana to update unpaid invoice spreadsheet - ea board member personally contact 15 to engage them to renew.
- AALA - Sharon & Sawana
 - Sharon - updates on 2025 program - Voting Item
Bykerk stated that advisory board met March 4th, due to low commitment thus far for participants the recommendation is to push the start date back
Yath recommended improving on the product to show what the class will be about and show value to potential participants and gain the desire to participate
Yath recommended promotion of venues/tours/service projects/and for Bykerk to personally contact all members to promote the program
Yath recommended 3 hard deadlines for Bykerk of: getting info to all membership by Friday March 7th. Shoot for 5% interest rate from membership (10-15 people). By Friday March 15th firm roster of events for the year. If by the end of the month we do not have an additional 4 participants, we will revisit what decisions we make for the program this year.
Potential recommendation to aim for an Aug start time and align with the school year.
Vote for AALA to start May 15th 2025:
M Yath
2 Merrill
Unanimously

- Sawana - proposed 2025 learning session topics/speakers
12 mo proposed learning session topics/speakers/excel
Dark in July and Dec
Sawana presented this to Bykerk as a potential theme and program structure for the year with recommended types of speakers to utilize as a value prop to gain interest.
- Anthem Days
 - Volunteers needed (10-4 both days)
3/22 10-1 Back to Health
Sent link to ambassadors - Wendy - sign up genius update?
March 22 and 23 - 10am-4pm both days
 - Member Swag for Bags
Bryan Long/Doo Doo Patrol AZ
Back to Health
Yath recommended setting a date to stuff swag bags and asking those that are putting items in to volunteer to help stuff bags.
- Board of Directors Retreat Follow Ups
 - Bylaws Amendments - Voting Item
Table vote to April Board Meeting or Consent agenda in 1 week so that it's completed before our next morning meeting.
Davison will send Sawana consent agenda verbiage.
Sawana to send out the google link to the bylaws - to send along with bylaws and consent agenda by Monday March 10th.
 - Policies and Procedures Manual - Voting Item
Board to review prior to April 1st Board Meeting to discuss and vote on at that time
 - Board Member Code of Conduct - Voting Item
Sawana to update formatting and add to consent agenda for next week
- ACC Office Space
 - Aaron's Offer
\$6000.00 Annual Rent
\$350.00 Chamber Membership
\$400.00 AALA Seat
Ex Officio Board Seat (Non-Voting)
Board agrees that we are not in a financial position to accept this offer at this time, although it is a very fair offer. Sawana to ask Aaron at ACC if there are any other partnership opportunities at this time or we can wait until the next fiscal year to see where we are at financially at that time to potentially revisit the budget and our ability to accept this offer.
 - AZ Dept of Tourism - Welcome Center
Sawana to continue to work on the state
- Anthem Days
 - Volunteer Sign Ups
 - Member Swag Bag Sign Ups

- Rotary Golf Tournament - Voting Item
 - \$250.00 Invoice for hole sponsorship
Sawana to confirm with Rotary if there's an additional fee to have a booth on our sponsored hole
 - Booth at sponsored hole
Yath recommended that we get a booth at our hole and offer shifts to chamber members for exposure - will confirm if additional fee and bring back to the board
- Daisy Mountain Veterans Parade
 - Planning Meeting @ DMV Room ACC 3/24 @10am
Sawana to engage ambassadors to attend as well
- CPA - 2024 Taxes - Voting Item
Yath presented on quotes received from multiple CPAs for our 501c6 and 501c3.
Erin quote - \$3500 to clean up QBO chart of accounts and file for both entities
Sawana to engage ARP (Bill Spahr) who filed for \$1000 for us last year to see if they will offer the same price this year. Also ask ARP for an extension. Complete by end of this week.
Goal is to continue to have Rie managing and organizing books throughout the year so that in the future it will not be as expensive. Rie to create SOP manual utilizing 990 chart of accounts.

III. 2025 Events Roster

- Fishing Tournament
- Dinner and a Show (MTA/Bearded)

Sawana meeting with Tami at Bearded Barber at 2pm today - will report back to board by EOD regarding this meeting and what they're willing to offer in partnership.

MTA - would have to bring in alcohol and food / what are their licensing requirements and how do we make up for that in ticket sales. Sawana to confirm with Karen these details.

Main goal for this event - show value to our members with a full events roster, and to be slightly revenue generating

New date proposal for end of tax season celebration - April 16th (Wednesday) evening
- Casino Night

Christy Harris at CCCFC has run these types of events for many years - Sawana to engage her to see what she would charge to be our event planner - get contact info from Leigh or Steve at CCCFC

Add awards back on to this program/gala replacement - Sawana to come up with suggested awards for board approval/qualifications/voting process

Potential Venue - Outlets, Hampton, Tyler Ringe - Sawana to engage all for quotes

Date dependent on venue (weather permitting)

- Corporate Sponsorship Packages

IV. Review of Financials

Verryden reported that QBO and CSCU are not connecting and January transactions are not showing in CSCU.

February - had 5359.00 in sales, 4700.00 in expenses (700 were one time transactions, 3000 payroll to director, 55 to google, 105 QBO fee as well as a \$53.15 QB Pay fee - Yath advised to cancel the QB pay fee as we do not utilize that feature. Verryden will cancel QB Pay. 350 to Bookkeeper) If expenses stay about this (4000 per month) that is about 50,000 a year in expenses that we need to sustain. Sawana to continue to contact unpaid invoices as well as get revenue generating income (events, etc.)

M Finzer

2 Yath

Unanimously

- Erik Verryden, Treasurer
- Review of Financials
- 2025 Operating Budget

V. Chamber Event Updates

- Morning Meeting: March 13, 2025, at 7:00am
- Business After Hours: Mar 27, 2025 at 7:00pm (Bearded Barber)
- Ribbon Cuttings

Sawana to reach out to Jackie Crofts at chill out body lounge as well as Goodwillies at AZ Automotive for ribbon cuttings

Define member event request - minimum 30 day scheduling window for promotion - add this to the member portal on the website - add pointers ex: these tend to be the better days and times.

- Anthem Days: March 22 and 23rd 10am-4pm

VIII. Next Board Meeting Date/Time: April 1, 2025, at 8:30am, NextGen Conference Room

Meeting adjourned 1005 AM Yath