



Anthem Area Chamber of
Commerce Board of
Directors Meeting,
Tues., May 6, 2025
8:30am – Board Room

In Attendance:

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

Staff Member: Sawana Grimmert

I. Call to Order

Scott Yath - 836AM

II. Review and approval of meeting minutes – 04.01.2025

M to approve Finzer

2 Verryden

Passed unan

III. Director's Report

- Membership Update/Renewals

- Paid Invoices = 135

- Unpaid Invoices = 76

Bring to every BAH and MM a list of active members.

Sawana to cancel those that have yet to renew (cancel invoice and remove from website directory - do not remove from mailchimp) - if they come back, they pay prorated 2025 dues and we vault their card for auto renewal in 2026

Prior to next board meeting 6/10 Sawana to create list of paid renewed members vs how many new members we received in 2025

Create incentives to renew early next year

- AALA - Scott & Wendy

Yath advised that we will be postponing AALA class 7 until 2026

Asked that we as a board review the current program and find ways that we can increase the value for 2026

Davison recommended we start to vet a Director for AALA for 2026

Davison recommended we consider a stipend to the AALA Director for the role and take that funding from participants fees.

Yath recommended that by Aug BOD meeting we would like to have an idea of a 2026 AALA Director in place to begin on boarding that role and designing the program

- BAH Attendance
Discussion of lower attendance than normal at BAH
 - Member Directory Change
<https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business>
Sawana to change directory on chamber website from airtable to a non downloadable directory per the can spam act hyperlinked above
 - Calendar Upgrade Website (more events, members add events, sync with calendars)
Sawana presented - approved 8\$ per month, Davison M, Finzer 2, passed unan
Sawana will update today
Sawana will create loom video
Verryden add to monthly budget
 - Magic and Moonshine Recap
Verryden reported the following:
60 in attendance
3 Sponsors = \$750 which covered CJ
Made \$5690 off of general admission
Cost to chamber from Bearded Barber was \$83.71 per head
Profit \$1416.88 to chamber
Moving forward we will always have a contract in place with all parties -
Sawana to create MOU
 - Foothills Caring Corps Service Event - Wendy
20 people registered
10-1 at sonoran chapel 5/9
 - Events Calendar 2025
 - Summer Music Fest (TN GRILL)
Yath and Sawana to look into a mobile live music license
 - Fishing Tournament
Approved from ACC now to plan - ETA around September / October before or during fall break
 - Additional Dinner&Show
Proposal for casino night at Bearded, Maybe a comedian, during the summer (hot months), silent auction?
Sawana to get quotes from casino companies, bearded barber, etc
- Sawana to talk to Joann at outlets about open venue space for an end of year gala

- Non-Dues Revenue Generating Ideas
 - Marketing Revenue:** Sponsored newsletter features, website ads, job board listings, and premium directory placements.
 - **Events with Low Overhead:** Monthly lunch & learns, vendor nights, or ribbon cutting upgrade packages.
 - **Partnerships & Perks:** Member discount programs, affinity partnerships, and branded Chamber merchandise.
 - **Digital & Resource Tools:** Development of a Chamber app or mobile directory, printable local map or visitor guide with ads.
 - **Unique Programs:** “Chamber Bucks” to promote local spending, meeting room rentals, and small business expos.
 - Members Breakfast Speakers/ Monthly Sponsors

- Corporate Sponsorship Packages and Strategy - Slide Deck
Sawana sent slide deck to board - board to review
- Members Breakfast Sponsors / Speakers
Sawana reported change to members breakfast sponsor packages. Now will be offered as a monthly sponsor package with higher value for members. Sawana will create marketing collateral promoting this change and offer it to our members.

IV. Review of Financials

- Erik Verryden, Treasurer
- Review of Financials
 - \$3648.21 monthly op budget
 - \$27,337.36 in accounts
 - Need \$32,000 to get through 2025 , roughly \$10,500 more
 - Sawana to create budget proposal for all 2025 events

V. Chamber Upcoming Meetings/Ribbon Cuttings/Events

- Members Breakfast: May 8, 2025, at 7:00am
- Business After Hours: May 22, 2025 at 7:00pm (By The Bucket)
- Ribbon Cuttings - FFB May 19 and May 31

VI. Public Comment

Public Comment Disclaimer

The Anthem Area Chamber of Commerce welcomes public participation at our Board of Directors meetings. During the designated Public Comment portion of the agenda, members of the public may address the Board on items relevant to the Chamber's mission and operations.

Please note the following:

- Each speaker is allotted up to **3 minutes** to address the Board.
- Comments must be respectful, professional, and focused on issues—not individuals.
- The Board is not required to respond during the meeting but may do so at its discretion or may follow up after the meeting.
- This is a time for public input, not dialogue or debate.
- The Board reserves the right to move into **Executive Session** at any time during the meeting to discuss confidential or sensitive matters.

We appreciate your input and engagement as we work to serve the business community.

VII. Executive Session

- Personnel Update
(move attendees into a breakout room)

Meeting Adj 10AM

Executive Session Disclaimer

The Board of Directors of the Anthem Area Chamber of Commerce may enter into Executive Session during this meeting as permitted under applicable nonprofit governance guidelines. Executive Session is reserved for discussion of confidential matters such as personnel issues, legal matters, contract negotiations, member discipline, or other topics where confidentiality is warranted to protect individuals, the

organization, or its partners.

No formal actions will be taken during the Executive Session unless otherwise noted.

Any decisions requiring a vote will be brought back to open session for formal action, as appropriate.

VIII. Next Board Meeting Date/Time: June 10, 2025, at 8:30am, NextGen Conference Room