

Coburg Chamber of Commerce Meeting 1/16/2018

17 in attendance, 1 guest Pastor Jon Beard

Last Meeting Follow-up

- Board meeting- great meeting outlining vision and pathway for the future of Coburg. All board positions will remain the same, except for the open secretary position which is now a co-position filled by Dr. Dorski and Dr. Nicole-Marie from Natural Life Chiropractic

New Business

- Chamber Website Improvements
 - Changes to chamber website discussed. Coburgchamber.com/calendar is now accessible to the public informing everyone of chamber events, community events and chamber meeting minutes to be available for public record
 - Chamber applications and payment capabilities will be available online to improve ease of application and membership renewal
 - Design improvements for ease of user accessibility are completed, as well as informative links to key services in the city as well as information for what is occurring in Coburg.
 - Facebook
 - Problem presented with the confusion of having multiple Coburg Facebook pages and the purpose each one serves
 - Solutions proposed by Terry to have the llovecoburg.com website include links and information to the multiple Coburg Facebook pages, this is searchable and linkable.
 - Solution/clarification of information: it is the responsibility of each party managing their individual pages to provide information in a manner that is clear and concise. The Coburg Chamber page will have clear information and links to its events
- Ribbon Cuttings

- o Going forward attendance is encouraged by all chamber members
- o Coburg Pizza is under remodel and is a great opportunity for a chamber event
- o NLC opening event was a success and well received by the attendees
- Upcoming Chamber Events: can be found at the online calendar
 - o Coburg Colossal clutter clean out June 15

 - o Concerts in the park
 - Proposal to have in conjunction with farmer's market (which will start in July) to increase attendance
 - o Coburg conversations April 6th or 13th tentatively
 - Spearheaded by Robert Killen, all local businesses can have a table to explain and promote what's going on in Coburg, the chamber will have its own booth, and registration will be online.
 - Community partnerships discussion was pushed to the agenda of the next meeting due to time constraints.
 - o Antique fair
 - It was suggested to have Coburg Chamber promote and support the events for growth. Ideas for these changes will be on the agenda at the next meeting
 - o Block party: The board is working on it. They will update the chamber soon with information. Joe suggests getting the ball rolling now to increase the hype for the Oktoberfest to boost community activity between October to November. Larger promotion of scarecrow contests suggested.
 - o Membership- the website is improving to make membership easier. The president called for action from the current members to help boost chamber membership.

- Mission statement, chamber benefits, list of chamber members, and events needed to be compiled into a document to give current members to provide potential members with the information they would want to have before joining.
 - Any information to be added to the Our Town newsletter due by Feb 15th
 - Invite people who attend events to join the chamber and invite businesses to participate in Coburg Conversations
 - Proposed to make welcome packages to give to new people in the area, potentially by working with Coburg Utility district, that provides the chamber information and the information of the businesses in Coburg. Proposed we discuss the welcoming package at the next meeting.
 - Renewals need to be done by current members and is now an easier process online.
 - Potential to have a table in the lobby of city hall for current members to utilize for advertisement/marketing
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- Work on contacting members ahead of their renewal date
- Financials: How much money do we have? Where is our money going?
 - Checking account balance from 2018 is increased from 2017
 - Net income was 1,608.45
 - Income from the antique days needs to increase. The board has suggested improvements by increasing fees for the fair specifically to increase the net profit for 2019. It is anticipated that membership will increase adding to the net profit as well.
 - City updates

- o Seeking input from citizens to participate in the comprehensive plan for city growth.
- o Citizen advisory group is starting the process but there are several opportunities for citizens to have a word in the movements in Coburg.
 - Specifically how coding is done for the incoming business close to the interstate and a code for the expanding ggb
 - Parks and the coming improvements. What do the people want at the park? What types of businesses would people like to see?
 - Street surveys. The city is making an effort to have what is desired by the public in Coburg
 - o There is an online survey for the street surveys but the park survey is not online by choice of the park committee, if they don't receive responses it will be suggested to make it available online.
 - Encourage all the citizens we can to have a voice in the code updates.
 - City council retreat in February with a focus on how to approach the coming changes for Coburg. Attendance from the employment lands committee is encouraged
 - Suggested the survey be added to the newsletter and the eblast from the School, as well as members increasing the spreading of the Chamber's information and events on social media.
 - The president notes that is critical that we work to share things online because otherwise it would cost money to spread the word.
 - NBC 16 /kmbr writer is working on making an article about Coburg and he

is meeting with key community members on the 24th of this month

- Town Hall Meeting tomorrow night at The Grange at 6:30
- President was asked to approve the 5 bands for august concerts in the park.
- In April fire department and police having a Shred Day
- All suggestions for meeting agendas are due to the coburgcoc email address no less than one week prior to the next chamber meeting
- Sponsorship form for the antique fair and other events is needed.
- 1:07 pm President James adjourned the meeting.

