

Lake City Betterment Association

Meeting Minutes

January 13th, 2011

6:00 pm – LC Library

Board Members in Attendance: Teresa Snyder, Gert Hying (for Ken), Lois Smith, Cathy Lietz, Renee Stauter, Starla Winter, Anne Reiter (Coordinator)

Absent: Leah Marxen, Tracy Wetter, Chad Baker

Visitors: LaDonna Temple (Lake City Library), Jeanne Devine, Dian Richardson, Doug Winter

Meeting was led by Anne.

Board Development focused on our 2011 membership campaign. Memberships have been flowing in!! Individual memberships have increased by 700% from last year! Currently have 26 businesses! A number of new ones and some known to be on the way! Discussed how to talk to people/businesses in regard to joining the betterment and practiced asking. Passed around a list of our local businesses who are not members and decided who might be able to talk to who. Last month's minutes were approved. Motioned by Teresa and seconded by Starla.

The financial report for December was presented by Lois. This was the year end report. We had an increase in income in comparison to the prior financial year. Motioned by Renee and seconded by Teresa. Report approved.

Discussed the upcoming Annual Meeting. Ticket sales have been awesome thus far! Half way to our goal! Board members will bring the appetizers for the social hour. They should be there at 5:30 and wear their betterment polos. There will be some Lake City Trivia going on during the social hour – Starla will help with this. During the meeting there will be a time of brainstorming and idea sharing for the upcoming year. Anne will lead the meeting. Brief reports will be given on the different ends of town. The library will give a short report of their progress as well! It was suggested to have a suggestion box at the meeting. The annual report was presented and approved. There will also be an evaluation for attendees to fill out following the meeting.

Should be a great night!

Anne suggested that the Betterment become a member of the Western Iowa Tourism Region. This was favored and approved. The annual dues are \$150.

There was an open spot on the Betterment Board. Names were discussed to fill this spot and Sherry Lampe was suggested. Teresa motioned and Renee seconded and it was voted to have Sherry on the board.

Teresa presented an ad proposal for the 2011-2012 Calhoun County Visitor's Guide. The Betterment will do a quarter page ad.

In regard to open businesses, there has been lots of work going on to help these businesses get filled. The businesses are being advertised via Craig's List and Anne has contacted potential colleges about the business opportunities.

The next meeting will be Thursday, February 10th at 6pm at the Lake City Library.

Respectfully Submitted,

Anne Reiter, Betterment Coordinator