

WWW

- Heather got info from the state
- Cheerleading for businesses
- Some revised events: Covid response & parade
- Chamber Champions
- Chamber survived
- Staff response to COVID
- Budget management
- Chamber membership
- Working together
- Golf outing
- Pivoting Chamber coffee
- Concert in the parks
- Wine Walk
- This is an engaged board, or can be.
- Melody, Dawn and Teddi. underpaid/unappreciated, & fully dedicated and loyal.
- Board and staff have been agile to respond to challenges
- Membership in DSM partnership
- Live, work, & play
- Retailers are a part of event committees that affect them.

TALA

- Fundraisers that made money vs. effort
- Long term financial security
- Budget
- Marketing
- Staffing & Responsibilities
- Board membership (active)
- Covered Bridge Festival - Future
- Committees, especial CBF committee
- Role of director
- need a board that is fully engaged and is a working board
- Relationship between ED and board
- Visitor retention (emails)
- Tourism updates to those invested
- Member services - offer more benefits
- Need to be more aggressive in seeking non-Winterset members
- Focus on: ...do business part of mission.
- Outreach to other towns in MC
- Recognize the sponsors (scream and shout)
- We aren't using things we could -
- Chamber master member to member deals
- Access to GDSMP dual membership opportunities
- Need for people to serve on committees for events that impact them.
- Lots of events that exist for the square's businesses
- Some service businesses have different hours, making it hard to meet
- Service businesses partner with retailers
- Disconnection with Fareway and HyVee
- Board member requirement from other towns (1 farmer?)
- Marketing publications
- Overhaul chamber bucks?
- Update sign by Kum&Go
- ED relationship to Merchants group
- Executive director serving on other committees (balance & time spent)
- Member guide vs. tourist guides
- Employers council?
- Find ways to push member to member businesses
- Gratitude toward Chamber members
- Combine the two guides?
- Even need guides?
- Marketing plan? (branding)
- Trade show business showcase event
- **Get named in wills/estate planning**

