



BOARD MEMBER: Lance Zollinger

DATE: June 24th, 2024

AGENDA ITEMS

1. UPDATE ON 2024 GOALS for the month of May

a. Business & Professional Development:

- For the professional development/education committee of the Chamber we had a very successful luncheon last month with over 70 people in attendance. We had each of the candidates running for sheriff come introduce themselves to us and mingle with the chamber members after lunch.
- **For May, our monthly luncheon was held on May 16th at Noon.** Mike Romney, a local businessman, was our speaker. Mike just sold one of the largest pest control companies in the country and he is an expert on leadership training and company culture. He trained hundreds of managers and salespeople for his company in a unique and principle-driven way.

b. Service Groups Outreach:

- We met with the service groups again in April and had an input from each group on what their activities are. The Farmers Market also spoke about their progress and need for sponsors. We talked about the benefits of chamber membership, and several service groups have joined. We encouraged all groups to add events and to update their online listing with the chamber.

c. Public Policy:

- For the public policy committee, we made sure business owners and community members alike were aware of voting registration and how to do that. To vote in the **Republican Primary on May 21st**, you could either designate yourself as a Republican online, or on voting day, to be able to vote in that Primary election.

d. Marketing & Member Relations:

May 4th Ribbon Cutting

- On May 4th, we held a ribbon-cutting for the grand re-opening of Magnolia Road.

Lance Zollinger, *President*

Stevie Emerson, *VP & Marketing*

Ashley Nate, *Secretary*

Cindy Checketts, *Treasurer*

Bailey Beckstead, *Business & Professional Dev*

Julie Stuart, *Business & Professional Dev*

Jeannine Groll, *Service Groups Outreach*

Melanie Olsen, *Member Relations*

Marcia Kunz, *Public Policy*

Janet Nalder, *Board Member*

Amber Almond, *Board Member*

Kris Beckstead, *Board Member*



May 8th Napoleon Fest

- The event went well, there was a lot of interest in the flyers, we had an ad in the programs, Wendi (Cache Arts Director) and Mayor Keller discussed the July event, we also made contact with several news outlets that are interested in promoting and covering the event.

Wendi followed up the next day:

"Last night's screening of Napoleon Dynamite and conversation with Jon Heder and Efen Ramirez broke records at the Ellen Eccles Theatre, selling 1091 tickets – more than the ABBA: Arrival from Sweden tribute band a couple months ago. The most our Client Service Manager has sold in her 10+ years of working here. People were lined up all the way down the street to get in.

I cannot thank you all enough for your help with this event and I hope that we've pointed attention north to Preston and created some serious buzz for Napoleon Days this summer. Folks took the maps and I didn't talk to anyone who hadn't heard about the festival and everyone seemed excited. I have it on good authority that Jon and Efen were going to try to visit Preston today – they said it's the first time they've been back in 20 years.

And we got a little press:

Cache Valley Daily

https://www.cachevalleydaily.com/arts_and_entertainment/napoleon-dynamite-anniversary-screening-draws-a-packed-house-to-eccles-theatre/article_7e8c5a50-0dce-11ef-a242-2769fd34743e.html

KPVI News

<https://www.youtube.com/watch?v=hPxzrWI40ZU>

Wo-HOOO!!"

May 18th Preston Farmers Market Vendor class:

- The Chamber joined the Preston Farmers Market's vendor class on May 18th and facilitated the discussion to help new vendors get ready for a successful market season. As of 5/14/24, they had 50 regular vendors with 20 children vendors signed up.

e. Changes in the Chamber Board:

- Julie Stuart has been voted in as a new Chamber Board member. She will be co-chairing the Business & Professional Development Committee with Bailey Beckstead.
- Brittney Smith is stepping down from Vice President position to committee member for the Business & Professional Development group. We thank her dedication and determination to make sure

Lance Zollinger, *President*

Stevie Emerson, *VP & Marketing*

Ashley Nate, *Secretary*

Cindy Checketts, *Treasurer*

Bailey Beckstead, *Business & Professional Dev*

Julie Stuart, *Business & Professional Dev*

Jeannine Groll, *Service Groups Outreach*

Melanie Olsen, *Member Relations*

Marcia Kunz, *Public Policy*

Janet Nalder, *Board Member*

Amber Almond, *Board Member*

Kris Beckstead, *Board Member*



the Chamber kept afloat while the new board has been established. We are excited that she has decided to continue to volunteer as a committee member.

- The Marketing & Member Relations committee has been split into two separate committees. Stevie Emerson will continue as the chair for the Marketing Committee. After the splitting of those committees, Stevie was voted in as Vice President.
- Melanie Olsen has been voted in as our newest board member and will be taking over responsibilities as the new Member Relations Committee Chair.

2. UPCOMING EVENTS

- a. June 5th Ribbon Cutting for Preston Farmers Market at 5 pm.
- b. Next Lunch & Learn is 6/20/2024. More details will be shared on the website and on social media.

3. ACTION ITEMS

- a. We are looking for more volunteers to fill spots on our committees! These positions are less time commitment than the board positions, so if you know of anyone that has some time on their hands and is interested in the Chamber, please have them email us at PrestonAreaChamber@gmail.com.

Lance Zollinger, *President*

Stevie Emerson, *VP & Marketing*

Ashley Nate, *Secretary*

Cindy Checketts, *Treasurer*

Bailey Beckstead, *Business & Professional Dev*

Julie Stuart, *Business & Professional Dev*

Jeannine Groll, *Service Groups Outreach*

Melanie Olsen, *Member Relations*

Marcia Kunz, *Public Policy*

Janet Nalder, *Board Member*

Amber Almond, *Board Member*

Kris Beckstead, *Board Member*