

# Foristell Chamber of Commerce Meeting Minutes

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Tuesday, March 1<sup>st</sup>, 2016

Foristell Chamber of Commerce met at the T/A restaurant in Foristell, MO on March 1<sup>st</sup>, 2016. Melissa Porlier called the meeting to order and led the Pledge of Allegiance. Aaron Baker led a prayer to open our meeting.

**Minutes:** Meeting Minutes from February were approved, with the only change being to the meeting date in the previous minutes (February minutes previously stated January).

## **Treasurer's Report:**

- 1) Account balance as of March 1st, 2016 was \$3,817.36 which includes \$1,331.00 of Scholarship funds.
- 2) Treasurer's report was approved as stated.

## **Foristell City Report:** Sandy Stokes, City Administrator

- 1) Recent property sales in the area will see a new storage business taking the place of the former gas company property in the Foristell area.
- 2) City is mostly quiet for now.

## **Wright City School District:** Jack Sanford, David Buck

- 1) Middle school will host an event to educate students and the public on drug prevention in our area.
  - a. employers in the area have an urgent need for employees who can pass a drug test, as drug use is an epidemic.
  - b. April 6<sup>th</sup> will see an employment workshop directed towards HS students interested in summer jobs, and looking to learn qualifications and skills needed for full-time employment with businesses in the area.

## **Wentzville School District:** Pam Frazier (no report given today)

## **Old Business:**

- 1) Foristell Facebook page is in progress. Michelle Smith has set the chamber up with a new email address, with access to Google Drive where we can electronically store chamber documents. New chamber email will be: [foristellmochamber@gmail.com](mailto:foristellmochamber@gmail.com) and this email will be updated with the Foristell chamber's website.
- 2) Aaron Baker gave a report on the current website and requested input for updates and improvements.
  - a. pics on website need to be updated
  - b. Website advertises a newsletter, but no volunteers stepped forward to resurrect and continue that project.
  - c. Discussed the best way to utilize "featured business" will be to go alphabetically through the

chamber members and add a link to our website highlighting the member's website.

### **New Business:**

- 1) Scholarship applications need to go out soon, and we need to form a scholarship committee. Interested in serving on this committee are: Nancy Hance, Marvin Rodenbaugh, Michelle Smith (absent).
  - a. Nancy will get with Michelle and get the details of informing schools of the scholarship and beginning the application process.
  - b. We discussed the possibility of providing (1) \$800 and (1) \$500 scholarship to students
  - c. Anyone else interested in serving on the scholarship committee, please contact Nancy or Michelle.

### **Guest Speaker:** Jim McLeod, Tubergoo.com, online advertising

- 1) Tubergoo.com does video marketing and reputation marketing for their clients
- 2) Money is not made managing your reputation, but through marketing
- 3) Reviews are a major part of online marketing. Found on:
  - a. Google + maps
  - b. Social media
  - c. Local directories
  - d. SEO rankings
  - e. Pay Per click
- 4) Google is allowing a company to have their ratings on the homepage.
- 5) Online marketing gives a company with 5 star reviews an advantage.
- 6) 97% of consumers read online reviews to judge a local business.
- 7) Searching for a business, people turn to 5 star review companies FIRST.
- 8) Consumer will look up on average 10 reviews before making a decision. Without 6 5-star reviews, your company is not trusted.
- 9) Reputation marketing (reputation management & brand marketing) increases business by 19% by increasing your rating just one-half of a star.
- 10) Review marketing reaches a broader audience, is public, is perpetual, is a company asset and builds company value.
- 11) Go to tubergoo.com to pull a reputation report. It is important to claim your google page and directory pages. Make sure names, numbers and info are correct.
- 12) His company has been around for 3 years.

### **Announcements:**

- 1) Wentzville Christian church kids summer drama camp is open to the community. March registration is Mon, Mar 14<sup>th</sup>, and fills up fast. Camp is \$30; for 2<sup>nd</sup> -8<sup>th</sup> graders.
- 2) Wright City Blue and Gold meal is upcoming. \$50 for meal and drink tickets. Silent and live auctions to raise money for scholarship funds. April 2<sup>nd</sup> @ Lion's club.
- 3) Warren County Ambulance District has upcoming classes: Baby sitting class with a certification (\$40).
- 4) Attendance prize, \$50 ReStore gift certificate: Peggy Alexander
- 5) Next Month's president: Marvin Rodenbaugh
- 6) 50/50 drawing winner: Jackie Stewart; donated to scholarship fund.

**Meeting Attendees this month:**

Aaron Baker, Foristell church of Christ

Melissa Porlier, Porlier Outdoor Advertising

Linda Brent, Fastlane

Gayle Stelzer, Cuivre River Electric Coop.

John D Pickering, City of Foristell

Marvin Rodenbaugh, Costco

Ken Orf, Foristell Storage

Nancy Hance, First State Community Bank

Jim McLeod, Innovative Hospitality

Pam Wiss, The Missouri Bank

Jack Sanford, WCSD

Matt Jaspering, Alliance Water Resources

Peggy Alexander, Shiloh UMC

Lori Kehoe, Habitat for Humanity

Marc Azurin, Habitat for Humanity

Sandy Stokes, City of Foristell

Jackie Stewart, Warren County Ambulance District

Submitted by Aaron Baker, 3/1/16