

Chamber of Commerce Meeting Minutes

Tuesday, April 7th, 2015

Foristell Chamber of Commerce met at the T/A restaurant in Foristell, MO on April 7th, 2015. Chris Gaines led the Pledge of Allegiance, and Aaron Baker led the opening prayer. Chris Gaines called the meeting to order.

Upcoming:

1) March chamber meeting (normally on the 3rd) is rescheduled for the 24th and will be combined with the Wright City Chamber. Breakfast meeting will be at 7:30am at the Diekroger park building, Wright City.

2) April speaker will be Loren Colby (Social Media & Marketing); May speaker will be St Charles Police Department (Cyber Crimes and ID theft).

Minutes: Meeting minutes from February and March were approved as stated.

Treasurer's Report:

1) Account balance as of March 23rd, 2015 was \$3,462.26. The treasurer's report was approved as stated.

2) The chamber currently has \$521 the Ray Alexander Scholarship Fund. Only 1 student has applied for the scholarship as of Apr-7th. Michelle Smith will email school counsellors to encourage students to apply.

3) Phil Reid will organize an After Hours event @ Ruiz Castillo's to help fund the scholarship.

Foristell City Report:

1) Sandy Stokes was not present at the chamber meeting. No report given.

Wentzville School District:

1) Prop E is on the ballot to help fund Wentzville school district expansion. Wentzville schools have grown by 1,100 students in the last 2 years. While the school district has cut costs saving as much as \$1 million, the need for \$50m for building and improvements cannot be met simply with cutting costs. Voters today will decide if the proposition will pass and these projects gain the needed funding. The school district was pleased with the Facebook reach of 8,000 people reached to promote Prop E voting.

2) Hannah Davenport, a teacher at Duello has received the Outstanding Teacher Award from the Missouri Staff Development Council (MSDC) for excellence in teaching.

3) Holt HS senior Maya Bryant won first place in the Missouri State Poetry, Out Loud contest. She will represent Missouri by travelling to Washington DC to compete in the national competition in poetry.

Wright City School District:

Dr. Chris Gaines, Wright City School District Superintendent

1) Prop S is on the ballot in Wright City, which is a .49 cent tax increase. The proposition will help fund staff and teacher salaries, as well as an early childhood center.

2) There are 2 school board candidates on the ballot as well in this April voting.

3) Chris will be leaving the Wright City School District (and also the Foristell chamber) in June. WCSD had 21 applicants and that number has been narrowed down to 3. A second round of interviews will begin soon.

4) Spring sports are starting. Boys Baseball team is currently 6-0 and we hope they continue their success.

5) There will be a banquet held by the WCSD for the teacher of the year on May 6th at the Wright City East campus.

Chamber Guest Speaker for April: Lauren Kolbe, Kolbeco. Topic: Social Media

1) When thinking of social media, companies need to think of the message they send. Make it a great message / conversation.

2) Facebook users: 71% of adults use FB. 46% say it influences their purchase decisions. There are 4 billion videos viewed each day. 70% of Pinterest users are female. 84% of B-to-B marketers use LinkedIn.

3) People follow companies on social media for A) Sales promos B) content C) customer service.

Sales: To engage customers, companies need the right message and frequency.

Customer service requires fast response and the ability to fix the problem

Content: The goal of creating content is to push people to your website. Content can include blogs, videos, tips, commentary, news, industry insight, pics, etc. When creating content, use popular hashtags and link to content. Make it entertaining and eye catching. Sharing the content of others helps to increase views on your own content. Pitch your content to other industry people to gain coverage. Best method is to publish info on your website, then distribute it on social media.

Announcements:

1) Jackie Stewart won the 50/50 drawing

2) Don't forget next month's meeting will be on May 5th at the T/A in Foristell. Speaker will be St Charles County Sheriff's office to discuss Cyber Crime.

Meeting attendees this month:

Marvin Rodenbaugh, Costco; Nancy Hance, First State Community Bank; Chris Gaines, Wright City Schools; Jack Sanford, Wright City Schools; Peg Alexander, Shiloh UMC; Michelle Smith, ReMax; Aaron Baker, Foristell church of Christ; Pam Frazier, Wentzville Schools; Jackie Stewart, WCAD; Phil Reid, Westbound Real Estate (Guest: Lauren Kolbe, Kolbe Co)

Submitted by Aaron Baker 4/14/2015