

**Round Top Area Chamber of Commerce
Board of Directors Meeting
July 9, 2020**

CALL TO ORDER: 9:02 am

In attendance: Brenda Bartley (Audio), Ty Clark, John Lowery, Jon Perez, Tiffany Reid, Kelli Sanford, Julie Wantland

Regrets Derrick Jernigan, Sarah O'Brien

REVIEW OF MINUTES: Minutes of the June meeting were reviewed. After some discussion, it was agreed to revise the draft to incorporate a statement about covering the prize cost for the proposed raffle, based on a suggestion by Keith Sharp. Ty moved that the minutes be approved as revised. Jon seconded and the motion passed unanimously.

FINANCIALS:

Tiffany reviewed the financial statement for June. She mentioned that we have about \$8,300 in outstanding Accounts Receivable for members who have not paid 2020 membership dues. The Board reiterated their desire that inactive members be removed from the Chamber listing. Expenses are being kept to a minimum. Our year-to-date operating deficit is approx \$4,700. AS of today, the bank balances are \$7,400 in checking and \$21,900 in the HOT savings. Based on projected expenditures, we have funds to last through end of September. Hence the importance of the raffle fundraiser to extend our operating viability into November when Wine Fest revenue will be received.

The 1Q20 HOT tax funds have been received from the Town of Round Top (\$6,583) and will be reflected in the July Financials

Julie moved that the financial report be approved as presented. Jon seconded and the motion passed unanimously.

CHAMBER PRESIDENT UPDATE AND COVID-19 UPDATES:

John observed that it is important to maintain the promotional push to keep visitors' interest in coming to RT. Personally, he indicated that his studio has seen record business since reopening in May.

The group discussed the status and importance of the raffle fundraiser. All Chamber members are asked to consider selling tickets. Kelli is maintaining the list of who has taken tickets and Tiffany is displaying the entries in a large wine glass in her shop. Chamber members are encouraged to donate merchandise or certificates to augment the prize pool. WE agreed to collect the additional prizes by end of July so that we can promote vis social media before the August 25 drawing. John said they plan an online event (e.g., Facebook Live). Ty will approach the Mercantile about selling tickets outside. Kelli was asked to put top priority on distributing tickets to members for sales. We are not able to sell tickets online, but buyers can purchase them by phone.

- **COMMITTEE REPORTS:**

I DO ROUND TOP –This event has been moved to Valentines Day, February 14, 2021. It will be co-led by John, Derrick and Mark Massey,

Wine Fest – Tiffany Reid – Dates are Nov 6-8. Still planning to hold it, although may need to adjust how we execute it, if social distancing practices still in place. Wines have been selected. Since there will be some booths in town square for the event, we agreed we need to request Town Council permission – we’ll ask that it be put on the Town Council meeting agenda for review.

Christmas in RT – Ty plans to kick off his planning group next week. He has the playbook and it’s the time when we should be lining things up and soliciting sponsorships.

Round Top Sesquicentennial - The Town Council has decided to postpone the event until May 8, 2021 – which technically will still be within the 150th year.

Adopt-a-Highway: No activity to report.

Membership: No activity to report.

NEW BUSINESS:

- Ty passed along a suggestion from Lee Ellis that we consider another small “pop-up” show to maintain activity in town. All thought it was a great idea and selected Aug 20 – 23 as a good date (just prior to raffle drawing). Kelli will approach the venue owners who organized the June pop-up and test their interest to repeat the event. If so, the Chamber could re-use the promotional materials. We would need to coordinate with Fayette County Emergency Management as was done before.
- Bediko’s reiterated their request that the lodging request on the website make it more visible for visitors to check for lodging in the Round Top area. John committed to looking into the request when he is in Houston next.

MOTION TO ADJOURN: By John Lowery at 10:08 am and seconded by Julie.

Submitted by: _____ Julie Wantland, Secretary