

Executive Board Minutes

November 3, 2022, at 12:00 noon in person at Sherman Public Library

Note this meeting is open to the membership & public. Should you wish to attend please send an email to

info@shermanilchamber.org with your name & email. We will then be able to send you a Zoom invite.

1. Open Meeting

i. Roll call: President, Sarah Roderick; VP, Gary Funk; Secretary, Heather Camille; Treasurer, Sabrina Longcore; member at Large, Rick Edwards; Past President, Sean Bull; Joe Kaufmann, Casscomm Business Specialist (Guest)

ii. Set the Agenda.

iii. Presentation by guest Joe Kaufman- Casscomm Business Specialist

1. Joe Kaufmann from Casscomm came and gave a 20 min presentation on marketing opportunities that Casscomm has to offer for businesses. Joe discussed the different viewing areas including the Williamsville/Sherman area that has around 6500 subscribers. The board discussed potentially running 15 second chamber member spotlights, and potential opportunities to create full commercials to be aired. The board asked Joe to provide a cost breakdown for these opportunities. Joe said he would send the board a bid post meeting.

2. Old Business

i. Secretary

1. Approval for November 2022 minutes, sent via e-mail by Camille.

ii. Treasurer

1. Approval of October 2022 Report presented by Treasurer, Sabrina Longcore.

iii. Executive Assistant

1. Discussion took place on filling vacant Executive Assistant position. We are still in the process to see if prior assistant is interesting in returning to the position.

3. Activity/Event Updates

i. Events

1. Trunk or Treat- October 22nd- Roderick asked for feedback from the event. Bull, Funk, Edwards and Longcore agreed the event was a success but there would be some changes for the upcoming year. The board discussed having better signage, creating a better flow for traffic and spacing between tents. Overall, the event had great community turnout.
2. 2022 Annual Meeting Holiday Social- Event is happening the evening of December 9th at Fire and Ale. Roderick discussed providing two drink tokens per guest, and appetizers. The board discussed and approved guest to bring a plus one. Bull suggested a sign-in sheet for members at the door, board agreed. Longcore will be putting together postcard invites to send to members within the next week. Board will ask for RSVPs a few days prior to event.
3. Roderick mentioned dates of future village holiday events such as the tree lighting (Nov 20th), Christmas parade/party (Dec 11) and Willy the Frog (Dec 11-16th).
4. Zac Copelin from Fire and Ale reached out to the board and asked if the board planned on doing the Queen of Hearts drawing or hosting bi-weekly trivia contest. The Board agreed that a full-time commitment may be difficult to meet. The board agreed that something bi-weekly, or switching off with other groups may be more suitable for everyone's schedule.

4. For Discussion If Time Permits

i. Chamber Member Engagement

1. Roderick, Camille and Bull discussed new ways to get chamber member engagement up. The board agreed that we need a better way to contact our members via e-mail. Bull discussed our MailChimp account (which is expired) to track e-mails and open rates. Camille plans on looking into similar programs.

6. Adjourn- Roderick motioned to adjourn the meeting, Camille second the motion.

Meeting adjourned at 1:35pm.