



**Cross Plains Chamber of Commerce**

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## Cross Plains Chamber of Commerce Regular Session Meeting Minutes

**Date:** February 17, 2025 at 6:00 PM

**Location:** Cross Plains Chamber Office

**Meeting was called to order by** Tiffany Holland at 5:02PM

**Members Present:** Jake Estes, Susan Schaefer, Kristin Boggs, Raven Smith, Tiffany Holland

**Others Present:** Ruby Wilke

**Members Phoned In:** Bryan Bennett

**Members Not Present:** Shelia Blackburn, Dana Sons

**Minutes from the Previous Meeting:** Motion to approve minutes was given by Raven Smith. Jake Estes seconded. The Board voted. 4 Ayes. 0 Nays. Motion carried.

**Financial Report:** Was presented by Susan Schaefer.

**Old Business:**

**New Business:**

- a. The Board discussed the potential implementation of a Bingo Night event. Ruby initially considered hosting the event at Mexico City but expressed concerns that the venue might not accommodate future growth. Additionally, the paperwork required to change locations could be cumbersome. As a result, she plans to inquire with Dannes at the Senior Center about the possibility of hosting the event there. Ruby also noted that the Bingo cards would need to be approved by the Lottery Commission and agreed to research the cost of the cards. Susan Schaefer made a motion to move forward with pursuing the necessary licensing, with Ruby Wilke providing the Board with regular updates on the progress. Kristin Boggs seconds. The Board voted. 4 Ayes. 0 Nays. Motion passed.
- b. The Board discussed plans for the upcoming Summer Bash. The City has approved the event, allowing the Board to choose the location. Ruby will be contacting AEP next week to discuss arrangements for providing power to Main Street. Additionally, she will reach out to the Sheriff's Office to coordinate traffic monitoring during the event. TXDOT has agreed to place signage along Main Street to promote the event. The Board decided not to include a talent competition this year. Instead, a suggestion was made to replace CCGT with local artists and bands performing in one-hour intervals. Another proposal was for Tiffany to explore the possibility of securing a radio station to provide music and serve as a DJ at no cost. The Board also requested that Ruby send out a "Save the Date" announcement for the Summer Bash.

- c. The Board discussed various ideas for generating income prior to the Summer Bash. After careful consideration, they concluded that the most effective focus at this time would be on encouraging members to sign up on the new system and pay their dues.
- d. The Board tabled the vote on establishing committees for the Summer Bash until more volunteers could be recruited and included in the committee process. The matter will be revisited at the next meeting.
- e. The Board discussed the potential for hosting a Car Show at the upcoming Summer Bash event. Ruby emphasized that a significant portion of the event's revenue comes from sponsorships related to car shows, and, despite concerns regarding attendance due to the Museum scheduling their car show the weekend prior, she believes it is still worthwhile to proceed with the event. Jake informed the Board that he had spoken with representatives from the Museum, who confirmed that the Chamber could have a booth at the event, where we could distribute flyers promoting our own car show. The Board expressed strong support for this collaboration. Bryan proposed the inclusion of 3-5 tractors at the car show, which the Board agreed to explore further. Additionally, Susan suggested organizing a Motorcycle Run and indicated that she would reach out to her contacts to gather more information on what would be involved. Bryan also recommended adding a motorcycle show to the event. After further discussion, the Board agreed to proceed with hosting the Car Show as originally planned, while expanding the event to include motorcycles and potentially tractors as well.
- f. Allen Williams has resigned from the Chamber Board. Susan Schaefer motioned to accept Allen William's resignation. Raven Smith seconded. The Board voted. 4 Ayes. 0 Nays. Motion Carried.
- g. Casie Morgan has expressed interest in becoming a Board member. She is a teacher at CPISD who has come highly recommended by many as a good candidate. Susan Schaefer motioned to accept Casie Morgan as a new Board member on the Chamber of Commerce effective immediately. Kristin Boggs seconded. The Board voted. 4 Ayes. 0 Nays. Motion carried.
- h. The Board tabled the discussion and vote on the Bylaws update until Shelia returns.
- i. The Board reviewed the recent high electricity bill. Ruby and Kristin provided an overview of their investigation, explaining that they had contacted AEP to inspect the equipment, and the assessment confirmed that everything was functioning properly. Upon further examination, they discovered that during the Sip and Shop event on December 7th, the Chamber exceeded the electricity usage limit for its designated tier by 0.2 kWh, which caused the rate to shift to a more expensive tier. This higher rate will remain in effect for the next year. The Chamber reached out to TXU, who confirmed that they would not be able to revert the account to a lower tier. Inquiring about the cancellation of the current contract, they were informed that the cost would be approximately \$350. After discussion, the Board agreed that Dana should be asked to place the account under her name which will lower us back down to the less expensive tier, with the Chamber reimbursing her for its share of the bill.
- j. Raven presented a proposal to the Board regarding the idea of advertising on tabletops at local restaurants as a means to generate additional income for the Chamber, while also providing local businesses with more advertising opportunities. She mentioned that she

has a contact, Wanda, who could assist with implementing this initiative. The Board requested that Raven research the associated costs, to which she agreed.

- k. The Board discussed the possibility of hosting a Community Open House Day at the Robert E. Howard Museum in collaboration with Project Pride. The event would involve the Chamber Board inviting the local community to visit the museum and participate in a guided tour. The Board expressed strong support for the idea and asked Ruby to coordinate with Project Pride to identify suitable dates and times for the event.
- l. The Board discussed the progress on obtaining the Chamber's 501(c)(3) status. Susan reported that she and Sheila are still actively working on the application. In the meantime, Ruby mentioned that she had identified several grants available for 501(c)(6) organizations. Susan recommended that Ruby reach out to Debbie to gather information about their grant writer, who could provide guidance on which grants would be more attainable and which might not be worth pursuing. Ruby agreed to take this step.

**Adjournment:** With nothing further to discuss, a motion was made to adjourn the meeting by Jake Estes. Tiffany Holland thereupon called the meeting adjourned at 6:04 pm.

**Date of Next Meeting** March 10th, 2025

**Minutes submitted by:** Kristin Boggs, Secretary

**Minutes approved by:** Tiffany Holland, President