

**THE FAUQUIER CHAMBER OF COMMERCE**  
**EXECUTIVE COMMITTEE MEETING**  
**Wednesday, January 10, 2024, 8:30 AM**  
**Location PATH Rappahannock Room and via Zoom**

**Present:** Alec Burnett, Dawn Arruda, Priscilla Hottle, Ray Knott (Zoom), Lorna Magill (Zoom) and Carmen Rivera (Zoom)

**Absent:** Becca Segal

**Called to Order** at 8:30 am by Dawn Arruda, Chairman, with a quorum of the EB present.

**Overview of Current Inclement Weather Policy** by Alec, Ray & Dawn noting the following:

If FCPS1 is delayed by 3 hours, all morning Events (not Meetings) are cancelled.

If FCPS1 is Closed, All FCC Events scheduled for the day are Cancelled.

**Motion to accept consent agenda (prior month's minutes) for presentation to BOD** entered by Ray Knot, seconded by Priscilla Hottle, Motion carries unanimously.

**The Financial Statement Overview was deferred.**

Becca Segal Absent & unable to present. Noted by Alec Financials are recorded on the Board Page for review.

**EDLA Report presented by Lorna Magill.**

Upcoming Events include Laurel Ridge. Plans to show the Value of the EDLA include partnering with Donna Comer (*sp*) to develop relationships with the town and Doug Parsons, TOW.

**Member Engagement update from Dawn Arruda**

Recruiting for at least 4 Vice-Chairpersons and a Team of Ambassadors. Alec agreed.

No Membership Engagement Chair(s) to date.

**Councils – Dawn and Ray confirmed this position is removed in 2024.**

**Events presented by Ray Knott.**

**Valor Award Committee**

On track for April 10, 2024

Key Committee Members are Gloria Williams, Jeff Seay & Aimee O-Grady.

Developed Budget with \$16k in Gross Receipts from Sponsorships

Solicitation of Sponsors in progress and on FCC's website.

Secured \$3750 Sponsorships & the 1 Premier Sponsorship \$2500

Sponsorship Levels Available

Red \$750

White \$550 Member, \$750 Non-Members

Blue \$300 Members, \$500 Non-Members

Reviewing Caterers, Challenge Points for 1<sup>st</sup> Responders & Video Options

### **Fall Festival Committee**

Per Andy Rose, Previous Committee Members are returning for 2024  
Meetings are held the 4<sup>th</sup> Monday of the Month  
Proposed Date October 5, 2024  
Committee trying to drive additional revenue

### **FCC Annual Gala**

Needs Additional Committee Members, RFP for Venue Locations, Trying to Increase Seating Capacity for additional revenue, Poplar Springs is a possibility with seating capacity of 250

**Upcoming Events** include the January 16<sup>th</sup> Membership Luncheon at Airlie with 32 registrations, Capacity for Airlie is 60. February Membership Luncheon is open for registration.  
After 5's to partner with a Local Not-for-Profit Organization

### **Women's Business Council report presented by Priscilla.**

Event Dates have been selected and the June 2024 Speaker has been secured.

### **Discussion regarding Alternate Schedule for the EB and the Board Meetings presented by Dawn Arruda.**

Alec and Dawn proposed moving each meeting one week out to allow proper time for review of the Financials. Currently, documents are mailed via UPS/USPS to Marsha. Ray & Lorna suggested to transition from paper based to electronic storage. Concerns discussed as to appropriate security measures of data. Also noted were remarks of possible savings from a cost perspective. Suggestion being forward to the Finance Committee for evaluation.

### **Management Report and Updates presented by Alec Burnett.**

Digital Directory is available and printed copies have been received. Distribution of printed copies has begun with Tuesday's Leadshare receiving the first copies.

John Hilton, given title VP of Business Development. Commission structure is 18% New Members, 15% Renewals, 10% Directory listing. Proposed additional duty to include Collections. Alec reviewed list and categorization of Businesses with John to develop a course of action.

Calendar of Events is in continuous development. Alec and Laura Coates are utilizing Canva's Tools to schedule Social Media Postings and Events in advance. Current, capabilities allow 60 to 90 days lead.

Communication Piece in development includes BoD Reporting and revised formatting to ensure Awareness, Revenue & Engagement.

Advance Notice from Alec to expect Large Number of Deactivated Members in this month's reporting.

Alec requested EB & BoD members to be proactive to present reporting Requests prior to meetings.

Dawn & Lorna noted they valued the Statistics Alec has provided on membership participation and Social Media Engagement.

Alec is developing the Board Books as a working document for Board Members. Items included for success are Job Descriptions, Staff Evaluations, Mission & Vision Statements, Code of Conduct, Calendar Based Action Items, etc.

**Old Business – None.**

**New Business – None.**

**Roundtable Discussion – None.**

**Motion to Adjourn** presented by Ray Knott, seconded by Lorna Magill. Motion Carries unanimously. Meeting adjourned at 9:35am.

*\*Next Executive Board Meeting scheduled for February 14, 2024, 8:30am, PATH Foundation.*

Prepared by Carmen Rivera, Secretary, Fauquier Chamber of Commerce