



Imperial Beach Chamber of Commerce
Board of Directors General Meeting
April 12, 2017 – Scheduled Start time 5:00 p.m.
MINUTES

Meeting Place:
Community Room at City of Imperial Beach
825 Imperial Beach Blvd., Imperial Beach, CA 91932

Present:

Karen W. Odermatt
Mike Osborne
Jack VanZandt
Marcia Bachman
Tracey Rivera

President
Immediate Past President
Vice President
Treasurer
BID Chair

Valerie Acevez
William Landry
Paul Meschler

William Long
John Loudon
Olivia Pickering

Vanessa Mapula-Garcia

Absent:

Erika Lowery
George Braudaway
Marco Topete

Brian Barreto
Kim Paris

Steve Berry
Scott Steinmetz

Call to Order Meeting called to order at 5:00 p.m. by President Odermatt.

Dante Pamintuan gave a short presentation on asking to create a group within the IB Chamber to assist in resolution of the cross-border pollution problem. He and John Loudon will meet to discuss ideas and research to bring to next meeting

Request approval of March 8, 2017 minutes

After review of the minutes in which Valeria Acevez stated that she attended the meeting, Director Osborne moved the minutes of March 8, 2017 be approved, as amended. This motion was seconded by Director Mapula-Garcia and unanimously approved.

Request approval of March 2017 financial reports

After review of the March, 2017 financial statements, Director Osborne moved the financial statements of March, 2017 be approved, as presented. This motion was seconded by Director Acevez and unanimously approved.

Executive Committee / Office update

Director Van Zandt has been spending quite a bit of time in the office going through files and following through some of the office functions within the Chamber. He stated he realized most of the work can be done by paid or non-paid workers within a three hour time frame. There is a need for young, technically skilled individuals to help us out. At present the chamber is in need of volunteers to help keep the office running smoothly. The need is for only a few hours a couple of days a week. Mainly to answer phone calls and direct questions to the right sources. Director Rivera will research a phone system called the

VOIP system which directs calls to determined numbers so that while not in the office someone can still answer calls as in forwarding to specified phone numbers.

It has also been suggested that the chamber outsource media activity and promote more business participation within the community. A presentation will be made to outsource our media/digital resources later in the meeting.

Jack also found that the copy machine that has been located and used in the office is no longer cost efficient and costs more to operate due to breaking down often and cost of service calls. Contract ends in December and he suggests we not renew or purchase a new one of that caliber as it proves too costly. Jack has also been attempting to develop an easy way to create an email list of all businesses and agencies in Imperial Beach. He expressed that there should already be a list of businesses for IB already with the city which should be accurate.

Business Improvement District (BID)

Director Rivera stated she is trying to get an updated email list for the Sun & Sea Festival committee for outreach.

Budget discussions will be held next meeting. Director Mapula-Garcia asked that she receive email update as she will not be attending the next scheduled meeting and she is receiving quite a few phone calls regarding the Palm Avenue revitalization business issues. President Odermatt will be working with her on getting more information.

Old Business

Director Van Zandt gave an update on Kravitz Small Claims Case. It has been re-scheduled for July 3, 2017 court date. Director Rivera asked for court case packet to research as she believes that the chamber is not at fault.

Update on Schaumberg Judgment

President Odermatt stated the Schaumberg house is currently in escrow. A Satisfaction of Lien has been signed and sent to the escrow company. A concern of President Odermatt is that the Satisfaction of Lien is being sent to the escrow company but they are not responsible for paying – payment will come from Revenue and Recovery. She sent a request to the Executive Committee for guidance. Without clear direction, she sent it to our attorney, David Herring for direction. He suggested the Satisfaction of Lien be signed and sent to the escrow company and “hope the government (R&R) do their job”.

Committee / Project Updates

Promotion Committee

Jack Van Zandt

Director Van Zandt reported the Taste of IB was very successful. There were 29 businesses that participated. Of the 29 there were a few not on the route such as Deb’s Cookie Jar and Big Kahuna’s. This is a good jump for summer. We made \$3300 from proceeds and \$1000 from the Port of SD which will help for next coming events.

Economic Development Committee

John Loudon

Director Loudon has been trying to meet with Andy Hall from the city but has been unable to meet with him due to both of their busy schedules. He is considering teaming up with Dante and pursuing the sewage and ecological ideas for IB’s future. John is still tracking names for the economic development committee.

Finance Committee

Marcia Bachman

Director Bachman is working on getting the \$1000 reimbursement for advertising costs.

Legislative Committee

Valerie Acevez

Director Acevez will be speaking for IB Resort at city hall meeting tomorrow at 4pm to show IB Chamber's support.

Monday, May 29, 2017 --Memorial Day –

Director Landry reported the Fleet Reserve Association is hosting their annual Memorial Day Service at Veteran's Park. It will be on Monday, May 29th at 10:00 a.m. Mark West will be the speaker. Director Landry is the chair of this event for the FRA.

Saturday, July 15, 2017 – Sun and Sea Parade

Karen Odermatt

President Odermatt suggested that the chamber participate in the Sun & Sea Festival Parade to represent our city participation.

Saturday, September 16, 2017 – Ocean Festival

The Chamber has allocated \$2000 to support the Oceanfest.

Saturday, November 11, 2017 – Military Appreciation Day

Veteran's Organizations

We will celebrate our veterans at Dunes Park

Saturday, December 2, 2017 – Christmas Comes to IB

The Kiwana's and the Boys and Girls Club will take over Christmas Comes to IB. The Port of SD will continue to honor the \$1000 grant for Imperial Beach Chamber of Commerce. Aaron Ruiz from the Boys and Girls Club will manage it. Director Osborne moved the Christmas Comes to IB event that is hosted by the Imperial Beach Chamber of Commerce be relinquished to the Boys and Girls Club / Kiwana's starting in 2017. This motion was seconded by Director Acevez and unanimously carried.

New Business

Contract with SD Small Business Forum (Edel Vernazza)

Director Van Zandt recommended that the Imperial Beach Chamber of Commerce execute a contract with San Diego Small Business Forum and Edel Vernazza to promote IBCC on social media such as Twitter, Facebook Posts, Instagram etc for a 60 day trial period at \$150 per month. The goals are to create interest through social media and digital advertising as well as working with through Constant Contacts to send information to our membership on upcoming events such as the monthly networking breakfast. Director Van Zandt moved a contract be executed with SD Small Business Forum for 60 days at \$150 per month for social media/digital advertising. This motion was seconded by Director Acevez and unanimously carried.

President Odermatt introduced Nellie Hazel to board members present and recommended that she be hired to attend and take minutes for our regularly scheduled meetings each month which include the BID, Executive Board and Regular Board meetings of the Imperial Beach Chamber of Commerce. It is agreed that Nellie Hazel, upon completion of the minutes and submission to President Odermatt, Ms. Hazel will submit an invoice for \$150. President Odermatt was asked to work on the preparation of an agreement for signature. Director Osborne moved that Nellie Hazel be hired on a contract labor agreement to provide prepared minutes for the three monthly meetings held each month by the Imperial Beach Chamber of Commerce. This motion was seconded by Director Rivera and unanimously carried.

5:50 p.m. Director Pickering left the meeting

Director Van Zandt stated that he, along with Directors Odermatt, Acevez and Louden met with representatives from SANDAG. SANDAG has hired Southwest Strategies to work on a Border to Bayshore Bikeway. This new bikeway would connect the border crossing to the current Bayshore Bikeway. It is still in the early stages but funding has been obtained and they are working on the concept. Southwest Strategies has been contacting stakeholders to get their input. More information to follow.

5:55 p.m. Director Mapula-Garcia left the meeting

Nominating Committee

President Odermatt reported that Chairman Pat Hutchins of the Nominating Committee has requested an extension to May 10, 2017 for the slate of officers for the 2017/2018 year. Director Louden moved to extend the slate of officers for the 2017/2018 to May 10, 2017. This motion was seconded by Director Osborne and unanimously carried.

It was asked when the applications needed to be submitted. It was determined the last date to submit an application for the nominating committee was April 30, 2017.

There being no further business to come before the meeting, the meeting adjourned at 6:05pm.


Minutes taken and transcribed by:
Nellie Hazel

Minutes reviewed by
President Karen Odermatt

Next regularly scheduled meeting – Wednesday, May 10, 2017

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APPROVED, AS PRESENTED AT THE MAY 10, 2017 BOARD MEETING



Karen W. Odermatt, President