

Cotter Gassville Chamber of Commerce

September 22nd , 2015 General Meeting Minutes

Called to order by President at 8:04 am

Attendees: Jane Hatchet, Jan Pietz, Mayor Jeff Braim, Jane Darr, Debbie Wamock, Schuyler Brower, Beth Harmon, Todd Harmon, Steve Reusch, Jim Terrell, Jennifer Veloria-Dunn, Marcia Taylor

Our speakers today were from the VisionAmp Marketing, Greg Alexander (one of the principles) and Chelsea Kloiber, to discuss changes to our website. The main items covered were:

- New Mobile Site – changes have been made to our site to accommodate Google's requirement for websites to be "mobile" friendly, i.e. for tablets and smart phones, as roughly 30% of our web activity is on mobile devices. Google required this change to continue to allow the mobile users of our site to find a more user friendly experience. (Please take an opportunity to look at our website both on your desktop and mobile devices.)
- Banner Ads – When you take a look at our website today you will notice that our banner ads are up and running. For the month of September I have added the Board Members and non-profits for display purposes. Earlier this year the Board of Directors voted to run banner ads on our website. The cost to members is \$25 per month for advertising. (Be on the lookout for an additional email fully explaining the banner ads – so if you are interested please call me.)
- Monthly statistics – Greg will provide us an update on our website traffic and I will forward to the Chamber.
- Lastly, there are a couple of minor changes VisionAmp will be making to the website to move some of the banner ads further up on the pages and put the banner ads on the mobile sites.

Membership Update: We have 87 paid members and our membership committee will continue to make calls to non-paid members. We are in the process of removing non-paid members from the roster and website.

New Business: Donations will be made by the Chamber to Bridge Bash (\$500) and White River Marathon for Kenya (\$100). And we need setting up the Chamber location at the Cotter Trout Lodge.

Upcoming Events:

- **Bridge Bash** – September 26th at Big Spring Park – our Vice President, Jane Hatchett, will present our check to Jeff Quick on stage. There is a shortage of volunteers for the meal processing between the hours of 3:30 and 4:30.
- **Pedal for Hunger** – September 26th
- **PW Collectibles** – hosting a Community Yard Sale and Farmers Market on September 26th and the last Saturday of every month
- **Ghost Towns of Arkansas** – September 29th by Diana Roller at Gassville Public Library
- **Family Movie** – October 3rd at the Gassville Public Library – Wall-E (Walt Disney's Pixar Production)
- **Hog Roast at Eagles Aerie Benefitting Kindness, Inc.** – October 3rd, 2015
- **Kayaking for Kenya (Regatta)** – October 10th from Wildcat Shoals to Cotter

October's Speaker will be Bob Zdora of the Zteam of Century 21 LeMac to give us a Real Estate Market update.

Ended roughly 9:10 a.m.