

Keytesville Chamber of Commerce, Inc.  
Reorganizational Meeting  
Keytesville Community Center  
Monday, July 21, 2014 -6:30 PM

**1. Call to Order**

Acting President Gerald Friesz called the meeting to order at 6:30 PM on July 21, 2014 at the Keytesville Community Center. It was noted that Robert Wheeler had filed the necessary documentation with the Missouri Secretary of State to rescind the administrative dissolution or revocation of the COC. We have not been contacted as of yet but the Secretary of State website indicates they are processing the documentation.

**2. Present**

**Chamber Members (As of January 1, 2011)**

Gerald Friesz	President & Board Member	
Robert Wheeler	Vice President & Board Member	
Dora Palmer	Secretary & Board Member	Regional Missouri Bank
Terry L. Clark	Board Member	Keytesville Lions Club
Sherry Meyer		Sherry's Place
Bob Littleton		Mayor, City of Keytesville
Rick Jones		Rick Jones Agent, Shelter Insurance
Janet Weaver		Chariton County Heritage Tours
Leroy Weimer		L & W Investments LLC

**Not Present**

Larry Pollard – Treasurer & Board Member

**Other Present**

Tharon Keiser	Keytesville Lions Club
Mike Bristow	Bristow's Heating & Cooling
David Nissig	Keytesville Baptist Church
Gary Clark	Western District County Commissioner
Susan Littleton	Clerk of County Commission
Cameron Byrd	Waddell & Reed, Financial Advisors
Lowell Newsom	County Director, Economic Development

**Other Members Not Present (As of January 1, 2011)**

Deanna Wright	Casey's General Store
Chris Hughes	Chariton County Sheriff
Dr. Evan Emmerich	Emmerich Family Chiropractic
Brent Collier	FCS Financial
Superintendent or Principal	Keytesville R-3 School
Pastor	United Methodist Church
Tina Riechert	Sycamore Valley B & B

**3. Purpose of Meeting**

Terry L. Clark informed those present that the mayor of Keytesville and others had inquired about putting together an effort to reactivate the Chamber of Commerce. He explained that the purpose of the meeting would be to **assess the level of interest** in building back a vibrant Chamber of Commerce.

The mission statement was also discussed and there was some difference of opinion on what the mission of a reinstated Chamber of Commerce should be. Terry explained that this mission statement is only a guideline for the purposes of this meeting and is not set in stone. It will be up to the members, which all have one vote, to decide what the mission of the COC would be, if and when it is reinstated and going again.

The agenda was also discussed and it was indicated that the meeting should be short as there are only two items to be discussed and then a survey would be handed for those present to complete.

#### **4. Meeting Agenda**

The Agenda was:

- Hope & Expectations
- The 5 Why's
- Voice of the Customer (Member) - Survey

#### **5. Hope & Expectations**

Terry pointed out that "Hope" is to want something to happen or be true and think that it could happen or be true. In our case our "Hope" is that we can bring the COC back in a vibrant and robust manner.

He gave an example of "Hope" as it relates to another civic organization in our community – The Keytesville Lions Club.

- The Lions have increased their membership from eight (8) in 2009 to twenty-nine (29) in 2014 which now makes it the largest Lions Club in Chariton County, after it had been the smallest.
- The Lions have gone from being the smallest club in its District (22 counties and 65 clubs) to 14<sup>th</sup> largest club.
- In 2009 the Lions made community service expenditures of \$1,114 and in 2014 they had increased that to \$14,770.
- There have been five (5) projects taken on by the Lions from the COC.
  - Flags – Lions purchased new flags
  - Community Garage Sale – Number of garage sales have increased and the Lions used this event to raise \$1,700 for FFA student members to attend the Washington D.C. Leadership Conference.
  - School Open House – Punch & Cookies
  - Community Christmas Celebration – attendance has increased from about 65-70 to 130 and the event is now held at the Keytesville School as the Community Center did not have enough room. Spending on this has went from about \$500 per year with the COC to over \$2,000 per year now.
  - City Christmas Lighting – The Lions propose to more than double the current number of lights and are in the process of seeking grants and donations.

There is always "Hope".

"Expectations" is a belief that something will happen or is likely to happen and that if we align our "expectations" with reality, we will never be disappointed as it relates to any endeavor to bring back the COC.

#### **6. The 5 Whys**

This method of solving problems helps determine the cause-effect relationships in a failure event, such as the COC running out of gas. It can be used whenever the real cause of a problem or situation is not clear.

Terry then presented a couple of examples of how this method worked using real life failures and situations.

Then, the **First WHY**. "Why did the Chamber of Commerce run out of gas, quit having meetings, etc?  
Answers: " Low attendance, not organized, not doing anything, no active business owners in the COC, no vision for the future, lack of interest."

The group was then asked to refine their answer to one thing and they voted for “lack of interest”.

The **second WHY?** “Why was there a lack of interest on the part of COC members?”

Answers: “Leaders not listening to group, like beating our head against a wall, do the same things over and over, there was dissention in the ranks and toes got stepped on.”

The **third WHY?** “Why was there dissention and why wasn’t the leadership listening to the members of the group?”

Answers: “There was no mission and leadership didn’t relay what our purpose and mission were or what was going on.”

The **fourth WHY?** “Why didn’t the members focus on the mission or insist that a mission be developed by the members or insist that a mission be discussed with the leadership?”

Answers: “We didn’t really have a formal organizational structure, we didn’t read the by-laws which outline guidelines for members and leadership for the organization, our only focal point was a COC publication.”

The **fifth WHY?** “Why didn’t you insist on going over the formal organization, by-laws and expectations with COC leadership?”

Answers: “Lack of knowledge, lack of help from those who know about these things, lack of communication.”

Solution:

- Have formal training sessions for members, officers and directors.
  - How to run meetings
  - Communications – importance & how
  - Policies and procedures
  - Organizational issues – Organizational chart
  - By-Laws
- Develop a formal policies and procedures manual to be approved by the membership addressing: membership requirements; member dues and consequences of not paying dues; donation guidelines; use of funds and assets; club records; meeting agendas requirements; etc.

And there may other solutions the members have in mind.

## 7. **Approval of Expenditures**

There was a request by Terry L. Clark for the reimbursement to him for expenses related to this meeting.

• Envelopes for mailing 80 letters	\$ 5.35
• Postage for mailing 80 letters	\$39.20
• Ink to print 80 letters @\$ .03 each	\$ 2.40
• Ink to print 30 meeting workbooks (700 pages @\$ .03)	\$21.00
• 30 binding combs @ \$.09 each	\$ 2.70
• Paper (2 reams)	\$ 7.44
• Three (3) six tab folders for COC records	\$15.87
 TOTAL Reimbursement Requested	 \$93.96

There was also request to pay \$35.00 for rent of the Community Center for this meeting. \$35.00

It was discussed at this time about the number of members that were present. There were 9 out of 16 members present which had paid their dues as of January 1, 2011. Dora Palmer reported that Larry Pollard, Treasurer had brought all of the financial records to her at Regional Missouri Bank today and there is an approximate balance of \$845 available.

A motion was made by Janet Weaver to reimburse Terry L. Clark \$93.96 for meeting expenses and to pay \$35.00 rent to Keytesville Community Center, seconded by Sherry Meyer. APPROVED

The Keytesville Lions Club requested a donation of \$500 for the expansion and refurbishment of City Christmas Lighting and it was pointed out that the Lions had taken over this project at the time the COC started fading away. Lion Terry L. Clark indicated that the project would increase the number of lights from 16 to 36-40 and that Lions would not require the COC to make this donation if they did not receive a grant they have applied for. Rick Jones asked if those funds in the bank were actually dues paid by members and the response was yes since the COC has not done a fundraiser for some time.

A motion was made by Terry L. Clark to donate \$500 to the Keytesville Lions Club, specifically for Christmas Lighting if they receive the grant from a local foundation, seconded by Dora Palmer. APPROVED

**8. Voice of the Customer (Member)**

The survey was then distributed to be completed by those present. There were 16 present and all completed all or some of the survey.

**9. Next Meeting**

The next meeting date was discussed in light of other activities and events in August but was put on hold for now until Terry can put together and distribute to the results of the survey which should give an indication of the interest level.

**10. Adjournment**

Meeting was adjourned at 8:00 PM.